



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

L9 P23 R4074 HWY 596 - Box 109

Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/19

## SENIOR RECRUITMENT OFFICER, INTERNATIONAL

<b>Job ID</b>	<b>61528-9544</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=61528-9544">https://careers.indigenous.link/viewjob?jobname=61528-9544</a>	
<b>Company</b>	McMaster University	
<b>Location</b>	Hamilton, ON	
<b>Date Posted</b>	From: 2024-04-26	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

**Department Description** The Office of the Registrar proudly supports McMaster University's academic mission through the creative, efficient provision of core administrative student services and the support of staff and faculty across all areas of the university community. Our work in supporting the student experience begins from the moment of initial contact with prospective students through to the celebration of convocation. We are a collective of approximately 100 smart, collaborative staff members passionate about enhancing the McMaster student experience. There are nine departments in the Office of the Registrar: Student Services, Aid & Awards, Student Recruitment, Undergraduate Admissions, Student Records & Systems, Scheduling & Examinations, Student Communications and Central Registrar Office Administration. The Student Recruitment department is a central unit that plays a crucial role in promoting and supporting the undergraduate recruitment strategy of the university. We attract domestic and international undergraduate applicants by establishing recruitment networks and sharing McMaster's story digitally, in-print, and in-person. We develop and maintain relationships with prospective undergraduate students and key influencers, such as parents, educators, and guidance counsellors.

**Project Description** The Student Recruitment Team is looking to hire a Senior Recruitment Officer, International, as the "face of McMaster". The ideal Recruitment Officer is a creative, confident, people-person who will be assigned an international regional portfolio. They are someone who thrives on communicating with high school students, parents, and guidance counsellors. They are knowledgeable of McMaster's undergraduate programs, student services, admissions process, and procedures, and can share their passion for McMaster University with our target audience. Public speaking, the ability to deliver presentations to various audience sizes (small group to 150+) and overall excellent communication skills are a must. This individual will also support our applicants throughout the application process, offering guidance and support. The ideal candidate will exhibit superior professionalism, tact, diplomacy, empathy, and patience in all interactions. Knowledge of our SLATE (CRM), MOSAIC student portal is considered an asset. Travel is a mandatory component of this position; with significant international travel in the fall (late August to November), and again in the Spring (Feb to April). A valid G license and a valid Canadian passport is needed to be considered for this position.

In addition, as a senior member of the international recruitment team, this individual will support a team of eight International Recruitment Officers and two Student Services Professionals to ensure collectively, we can achieve the university international recruitment goals and meeting our international enrolment target. This can range from offering guidance on how to enter or grow an international market, through to supporting recruitment tactics such as newsletters, webinars and social media strategy. This individual will work closely with the Senior Recruitment Officer, Domestic and Senior Recruitment Officer, Communication and Outreach to advance our recruitment strategy and tactics.

**Job Summary:** Responsible for the recruitment and admission of high quality candidates to undergraduate programs for the University. Manages the entire undergraduate recruiting life cycle: brand awareness, prospective student cultivation and management, candidate assessment and admissions, prospect engagement and offer acceptance. Independently develops strategic recruitment activities that support the institution's admission criteria and targets. Builds strong relationships with internal and external stakeholders, working in a highly competitive global environment. Advises and persuades prospective students to enroll in the university, requiring the ability to interact with applicants from a range of academic backgrounds. Implements significant regional, national and international recruitment activities, requiring the ability to work effectively in cross-cultural settings. Responsible for the coordination of the day-to-day operations of a team with a focus on implementing strategies and fostering a collaborative team.

**Representative Duties and**

#### Responsibilities:

- Travel extensively to attend recruitment events, nationally and internationally, to promote program offerings to candidates meeting our applicant profile.
- Advise prospective students on admission criteria and program options that align with their applicant profile.
- Independently complete a pre-assessment of application materials; deliver results of pre-assessment in person, via Skype/phone, or via individualized written responses.
- Develop, design and deliver persuasive presentations to potential students, highlighting program information that differentiates our programs in a highly competitive marketplace.
- Coordinate the day-to-day operations of a team with a focus on implementing strategies and fostering a collaborative team.
- Manage large scale events as project lead, including budget, staffing resource needs, promotion and execution including coordination of multiple stakeholders across campus and external vendors.
- Plan and manage information sessions and specialized recruitment events locally and throughout the province.
- Recommend new recruitment activities and strategies, including identification of resources and anticipated return on investment.
- Conduct and evaluate admission interviews with prospective students (in-person, phone or Skype). Independently assess resumes, transcripts and other required documentation.
- Make admission recommendations to the Admissions Team, demonstrating specialized program knowledge and independent decision making in analyzing candidate profiles against a broad range of criteria.
- Persuade newly admitted students to accept their offer of admission; manage conversations with applicants who have multiple admission offers.
- Write individualized responses to significant volumes of on-line inquiries, at various stages of the recruitment and admissions process.
- Respond to applicants who were unsuccessful in gaining program admission, using tact and diplomacy.
- Counsel unsuccessful applicants on alternate programs and/or ways to strengthen future applications to the program.
- Recruit and train current students to be part of a Student Ambassador Program, to connect current students with prospective students, in support of increasing recruitment.
- Analyze and track candidate profiles using a Client Relationship Management (CRM) tool.
- Recommend short-term recruitment tactics, if enrolment targets are at risk of not being achieved.
- Develop specialized marketing materials to clusters of applicants and potential applicants.
- Analyze recruitment statistics at the end of each cycle and recommendation for future recruitment strategies.
- Research international student markets using a variety of data sources, analyze trends and recommend strategies to increase the program's exposure in foreign markets.
- Enhance the international brand of the university and the program by participating in Admission Panels at International recruitment fairs.
- Develop an annual recruitment strategy, including proposed budget, for review. Administer and monitor recruitment budget.
- Schedule faculty, staff, students and alumni to participate in various recruiting events, ensuring they have received appropriate training and can accurately communicate program information and admission standards to prospective students.
- Review trends in international and domestic education, accreditation, and admission processes in order to knowledgeably contextualize our programs in the marketplace.
- Liaise with recruiting and admissions staff from other schools to identify best practices pertaining to recruitment and admissions.
- Analyze current and past admission data to manage annual recruitment targets and recommend future recruitment targets.
- Conduct surveys of newly admitted students and analyze data to evaluate the effectiveness of recruitment and onboarding activities.
- Create statistical reports and profiles of incoming student cohorts.
- Monitor and troubleshoot issues with the on-line application system and admissions database.
- In conjunction with other University stakeholders (e.g. Advancement), identify opportunities to engage alumni in recruiting efforts, both domestically and internationally.
- Coordinate development and execution of marketing materials, including print, web, and social media.

- Provides lead hand supervision and is responsible for the quality and quantity of work of others.
- Ongoing responsibility for supervising 1-4 temporary/casual employees.
- Provides orientation and shows procedures to others.

#### Supervision

- Provides lead hand supervision and is responsible for the quality and quantity of work of others.
- Ongoing responsibility for supervising 1-4 temporary/casual employees.
- Provides orientation and shows procedures to others.

#### Qualifications:

- Bachelor's degree in Business or related field.
- Requires 4 years of relevant experience
- The ideal candidate will exhibit superior professionalism, tact, diplomacy, empathy, and patience in all interactions.
- Travel is a mandatory component of this position; with significant international travel in the fall (late August to November), and again in the Spring (Feb to April). A valid G license and a valid Canadian passport is needed to be considered for this position.
- Experience with supporting a team is ideal. This position will offer support to a team of 8-10 full-time International Recruitment Officers and Student Services Professional (International)

For more information, visit McMaster University for SENIOR RECRUITMENT OFFICER, INTERNATIONAL