A. IDENTIFICATION

Position Title: Student Advisor/Recruiter
Department: New Student Enrolment
Position Reports to (Title): Manager, New Student Enrolment and Transition (Pos. #31593)
Description Prepared By:
Date: September 16, 2015

B. POSITION SUMMARY

The Student Advisor/Recruiter provides advising, recruitment, and liaison services to well-qualified prospective students interested in enrolling in undergraduate programs at Simon Fraser University. Participates in the planning and execution of recruiting services and advising sessions in a variety of educational, community, and professional settings domestically and internationally through individual school visits, attendance at education fairs, and other educational and professional settings. The incumbent provides support for faculty and department specific recruitment initiatives through targeted activities. The incumbent also provides advice and/or information on university admission regulations and procedures, tuition fees, study permit requirements, transfer credits, housing, student services, etc. for prospective undergraduate students and other key stakeholders. The incumbent of this position also acts as a referral agent to services offered by Student Services departments, including Financial Aid and Awards, International Services for Students, Career Services, Counseling Services, Cooperative Education, and other departments. The incumbent will also assist with New Student Enrolment and Transition programs that span from the prospective and pre-arrival stage to the initial term for all new students.

C. DUTIES AND RESPONSIBILITIES

Advising/Recruitment 70%

Advises and recruits prospective students by conducting presentations and advising sessions and by providing information on programs, admission requirements, application procedures, tuition fees, study permit requirements, transfer credits, housing, student services, etc. at education fairs, schools, and conferences locally, nationally, and internationally.

Maintains extensive knowledge of all programs offered at the university. Assist students in the identification of programs that may be of interest to them, suit their talents, or lead to their career goal.

Distributes timed communication, such as e-mails and phone calls, regarding admission policies and deadlines, in order to pro-actively support applicants and expedite the admissions process.

Coordinates publication shipments by organizing and planning shipments to secondary schools, colleges, technical institutes, and universities using current mailing lists and follow-ups on shipments and mail-outs with potential applicants, parents, and high school counselors.

Supports front-line staff in dealing with large volumes of recruitment correspondence and clerical matters.

Provides advice to applicants by accessing the student information system to review applicant specific requirements.
Determines admissibility of applicants, including international applications of a complex nature requiring research. Assesses admissibility of special types of applicants such as mature students, special entry, and English Language ability.

Provides advice to students using various modes of communication, including in-person, email, telephone, written, webinars, instant messaging, etc.

Interprets university policy regarding admission, registration, academic requirements, etc., by maintaining current knowledge on university regulations, procedures, and curriculum requirements to ensure accurate and consistent information is provided to students.

Provides general information on various student administrative matters such as tuition fees, study permit requirements, residence application, Aboriginal band funding, entrance scholarship application, and NCAA eligibility regulations.

Coordinates recruitment advising services for prospective students with the program recruiters at the SFU Burnaby, Surrey, and Vancouver campuses. The incumbent works as part of a coordinated team for service provision to Burnaby, Surrey, and Vancouver campus students.

Assists college and university transfer students with admission applications by responding to requests for information, checking the status of processing, and providing advice and guidance on university undergraduate program regulations and procedures.

Provides general advice to students regarding professional schools and unique programs available at other institutions, which may include general admission requirements to professional programs offered elsewhere. This requires maintaining knowledge of program offerings at other Canadian institutions and those abroad and researching areas of change and growth in post-secondary education to ensure students are well informed about their future academic options and plan their SFU program appropriately.

Keeps abreast of changes and trends in employment opportunities for new graduates. This requires liaising with Cooperative Education, Career Services, and academic departments and maintaining knowledge of reference materials and resources regarding career opportunities to ensure students are well informed about available options and skills required.

Conducts presentations for orientation of new students and group advising sessions.

Answers correspondence received in writing or electronically related to the services offered by the New Student Enrolment and Transition unit.

Assists with programming from other areas within New Student and Enrolment when needed. This may include local, national, or international recruitment activities, targeted programming for specific student groups such as student-athletes, Aboriginal, or international students, academic advising and transition programming, and various conversion activities throughout the year.

**Program Administration** 25%

Updates and contributes to the writing of policy and procedure manuals.

Maintains up-to-date records of recruitment activities, fair registrations, hotel and travel plans for recruitment travelers by ensuring electronic databases and paper records are current and organized.

Collaborates on future recruitment initiatives by compiling and reviewing recruitment trip reports, conducting research of potential markets, and evaluating and communicating research findings.

Coordinates group advising program for incoming students. Develops and coordinates recruitment advising programs for incoming students to meet student needs. This includes liaison with various departments, coordinating staff, publicity, etc.

Assists in the coordination of various admission processes, such as the Aboriginal Undergraduate Admission Policy, admission for prospective student-athletes, international students, and other targeted provinces.

Designs and coordinates programs to encourage recruitment, transition, progress, and retention. This includes coordinating specialized programs for Burnaby, Surrey, and Vancouver campuses, mail outs to designated student groups, etc.

Develops and maintains a network of contacts and resources in the University to keep up to date on changes relating to all academic programs and to appropriately refer students.
Coordinates recruitment advising visits to colleges and secondary schools locally, nationally, and internationally to provide detailed information to prospective students, their parents, and educational counselors.

Works on projects as assigned by the supervisor, or the Director, Student Recruitment and Transition.

Answers correspondence related to the services offered by the New Student Enrolment and Transition unit.

**Human Resource Administration**

Assists with the hiring, training, and performance evaluation of part-time student staff.

Assists with the supervision, scheduling, and coordination of student staff including planning the advising schedule, research projects, training workshops and group advising schedule.

**D. DECISION MAKING**

The Student Advisor/Recruiter makes advising decisions requiring a thorough understanding of the admission and academic policies/regulations and how they are applied throughout the university. Sound judgment must be exercised with respect to any decision which may later result in appeal to a higher level of authority and/or adjudication.

The incumbent makes logical, accurate and diplomatic decisions that are binding on the university and are seen to be consistent with other decisions and policies of the University. Decisions require sound judgment and often call for significant degree of interpretation.

Interactions with students may involve sensitive personal issues and may encompass regulations of administrative and academic departments outside New Student Enrolment and Transition.

1) **Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?**

Makes decisions regarding:

- Providing information on programs, admission requirements, application procedures, tuitions fees, study permit requirements, transfer credits, housing, student services, etc.
- Determining admissibility of applicants including international applications.
- Consistent and equitable interpretation and application of university policies.
- Assessments of students’ emotional state and appropriateness of referral to Health and Counseling Services, and Career Services.
- Staff supervision including the hiring, training, and performance evaluation of student staff.

2) **Give some examples of the types of decisions the incumbent would refer to his/her supervisor.**

Refers decisions regarding:

- Final decisions on the termination of student staff.
- Those decisions potentially leading to some contact with upper levels of administration at the University or that require consultation with more senior levels of administration in the department because of the impact on the operations of other sections.
- Appeals from students for reconsideration.
E. **SUPERVISION EXERCISED**

Number of temporary part-time employees reporting directly to the position.  

1-3 *

Total number of temporary part-time employees for whom the position has direct responsibility.  

1-3

*The incumbent of the position may also be responsible for overseeing the work of temporary staff in New Student Enrolment and Transition during peak periods.

F. **SUPERVISION RECEIVED**

Minimal supervision is received on a daily basis. Goals and objectives are set by the supervisor in consultation with incumbent. Performance is measured against stated goals and objectives.

G. **UNUSUAL WORKING CONDITIONS**

The incumbent must be prepared to respond appropriately in a variety of circumstances to occur from time to time as a result of the personal interviews conducted with students. Sensitive situations call for the use of diplomacy, tact, sensitivity and firmness in the delivery of information and explanations to sometimes disgruntled or distraught students. In servicing the patrons of the office, the interests of the University must be considered with particular emphasis on providing the correct service to avoid the possibility of legal action against the University.

The integration of academic advising and student recruitment services provided by New Student Enrolment and Transition requires the incumbent to have expertise in both of these areas.

From time to time, the incumbent is required to explain University policies that are unfavorable to students, as well as explain decisions resulting from the application of University regulations and from committee decisions.

The incumbent must be able to travel locally, nationally, and internationally, for up to a total of 12 weeks a year, using various modes of transportation.

The incumbent will be required to give presentations for groups of up to several hundred people.

The incumbent will be required to travel between and work at the SFU Burnaby, Surrey, and Vancouver campuses.

The incumbent will be required to work flexible hours, including evenings and weekends. The incumbent of the position will be required to work from home.

H. **ENTRANCE QUALIFICATIONS**

Undergraduate degree and three years of related experience including experience in academic advising or student recruitment and the supervision of staff, or an equivalent combination of education, training, and experience.

Good knowledge of post-secondary regulations and academic requirements.

Excellent analytical and problem solving skills and demonstrated attention to detail.

Familiarity with the administration of student applications to the university.

Exceptional interpersonal skills.

Excellent communication skills (oral, written, and presentation).

Excellent organizational skills.

Ability to exercise mature judgment, diplomacy, sensitivity, and tact.

Ability to supervise staff.

Familiarity with on-line modes of communication and learning, including the use of webinars, Twitter, Facebook, Pinterest, and Foursquare.
Proficient in the use of enterprise level information systems (e.g., SIMS, Peoplesoft).
Proficient in the use of word processing, database, presentation, spreadsheet, and scheduling applications (e.g., Word, Excel, Powerpoint, Filemaker Pro, and Keynote).

I. ORGANIZATIONAL RELATIONSHIPS

J. APPROVALS

Incumbent's Signature

Supervisor's Signature

Signature of Next Administrative Level:

Date: __________________________

Date: __________________________

Date: __________________________