A. IDENTIFICATION

<table>
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<tr>
<th>Position Title</th>
<th>Coordinator, Recruitment and Student Life</th>
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<tr>
<td>Department</td>
<td>Office of Francophone and Francophile Affairs (OFFA)</td>
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<td>Position Reports To (Title):</td>
<td>Director, OFFA</td>
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<td>Date</td>
<td>April 23, 2018</td>
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B. POSITION SUMMARY

The Coordinator, Recruitment and Student Life is responsible for recruiting prospective students to French language programs in Faculty of Arts and Social Sciences (FASS) and Faculty of Education (FoE) by providing information to individuals or to groups, either on campus or off campus, in a variety of educational, community and professional settings. The position presents information to a broad audience of students from French Immersion, Francophone programs and other selected programs in B.C., and possibly other provinces and territories in Canada. The incumbent provides information and advice regarding admissibility to the university’s academic programs and access to financial aid, scholarships, housing and residency, and other student services. The position is responsible for the development and production of promotional materials, content creation of OFFA’s social media accounts and the planning and organizing of activities for SFU students in French. The incumbent reports to the OFFA Director and works closely with the OFFA Coordinator, Communications, Marketing and Student Recruitment and the OFFA Associate Directors (FASS and FoE).

C. DUTIES AND RESPONSIBILITIES

Description

Recruits prospective students to the French language programs in FASS, FoE and the University by providing information to individuals or to groups, either on campus or off campus, in a variety of educational, community and professional settings.

Represents the French language programs in FASS and FoE during selected visits to high schools, colleges, and at various education and career fairs throughout B.C. and other provinces. Represents the French language programs in FASS at selected events on campus such as tours, information sessions, open houses, awards ceremonies, and off campus at selected community events, educational fairs and others.

Conducts group presentations to prospective students, counselors, teachers, and parents to provide information on the benefits of attending Simon Fraser University and enrolling in the French language programs in FASS and FoE.

Provides information specific, but not limited, to the French Cohort Program and FoE programs in French, as well as information on more general topics relevant at the University level such as:

- academic offerings
- admission to the University from a variety of backgrounds
- preparatory work offered at other institutions required to gain admission to SFU programs
- opportunities in Cooperative Education
- careers as they relate to academic programs
- facilities (libraries, labs, etc.) and/or special or unique teaching resources
- educational costs, scholarships and financial assistance
- housing and residence
- issues related to transitioning from secondary school, college or employment to study at the University level
• knowledge of special facilities or arrangements which can be made to meet special needs such as those of the disabled
• recreation, intramural sports, clubs and societies
• varsity athletics programs available at SFU
• program and services offerings at other competing post-secondary institutions

Under the direction of the OFFA Associate Directors, FASS and FoE, and in close partnership with the OFFA Coordinator, Communications, Marketing and Student Recruitment supports the development and implementation of special events associated with the recruitment and advising of new students.

In close partnership with the OFFA Coordinator, Communications, Marketing and Student Recruitment:

• visits selected secondary schools and colleges in B.C. which offer French Immersion and Francophone Programs, in addition to selected Core French programs and Advance Placement (AP) classes (50 to 70 visits each year). Visits secondary schools and colleges offering French Immersion and Francophone programs outside B.C. including, but not limited to, those in the Western provinces and territories. Works closely with OFFA Coordinator to schedule school and campus visits.

• develops and assures production of promotional materials and content creation of OFFA’s Social Media accounts

• plans and organizes social activities for SFU students in French

Interprets University policy and provides knowledgeable, consistent information in a way that shows good judgment and speaks well for the University.

Collaborates with the OFFA Coordinator, Communications, Marketing and Student Recruitment, in the design of communications to support and enhance student recruitment initiatives.

D. DECISION MAKING

i) 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?

• Recruits prospective students to, but not limited to, the French Cohort Program, Faculty of Education programs in French and to the University.

• Provides information and advice regarding admissibility to the university’s academic programs and access to financial aid, scholarships, housing and residency, residency, and other student services.

• Collaborates with the Administrator, Student Advising & Student Recruitment working with the French Cohort Program, and the OFFA Associate Directors FASS and FoE, the FASS and the Faculty of Education, in the determination of admissibility of BC Secondary school applicants, BC College applicants and applicants coming from other provinces or countries.

• Creates content and scheduling for social media posts.

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

• Decisions that may lead to contact with upper levels of administration at the University or involve consultation amongst officers outside OFFA.

• Decisions regarding the expenditure of University funds.
E. SUPERVISION EXERCISED

Number of continuing employees reporting directly to the position: 0
Total number of continuing employees for whom the position has direct responsibility: 0

F. SUPERVISION RECEIVED

- Works independently without direct supervision for substantial periods of time when representing the University off-campus. When on-campus, receives general direction from the OFFA Associate Directors (FASS and Faculty of Education) and works closely with the OFFA Coordinator, Communications, Marketing and Student Recruitment.
- The incumbent receives guidance on policies, recruitment strategies, presentations, campus tours, off campus visits, and budgetary matters, from the OFFA Associate Directors (FASS and Faculty of Education) and OFFA Coordinator, Communications, Marketing and Student Recruitment.

G. UNUSUAL WORKING CONDITIONS

This position requires extensive travel throughout Greater Vancouver, throughout BC and possibly other provinces and territories in Canada, using various modes of transportation. Travel on weekends and evenings is required.

H. ENTRANCE QUALIFICATIONS

Bachelor’s degree in Arts, Marketing, or Communications and three years of related experience including experience in student recruitment, advising, event management, public speaking, and program marketing, or an equivalent combination of education, training, and experience.

- Fluency in French (both oral and written)
- Good knowledge of university policies and procedures as related to undergraduate admissions, registration, and student services.
- Good knowledge of educational systems at both the secondary and post-secondary levels.
- Good knowledge of the French Cohort Program and French language programs at SFU.
- Some knowledge of the University's campuses and student services available.
- Proficiency in the use of Excel, PowerPoint, Word, Facebook, Twitter and Instagram.
- Excellent oral and written communications skills, both in French and English.
- Excellent public presentation skills.
- Ability to evaluate applicants’ admissibility and to advise them accordingly.
- Ability to exercise tact when communicating with applicants, counselors, parents, and school officials.
- Ability to make logical, appropriate decisions and to demonstrate sound judgment.
- Ability to communicate admissions decisions in a diplomatic but unambiguous manner.
- Ability to handle sensitive public relations issues involving administrative or academic departments outside Student Services.
- Ability to maintain the confidentiality of student data and records.
- Ability to operate within the tight deadlines of a post-secondary environment.
- Ability to work weekends and evenings.
- Ability to travel extensively, using various modes of transportation, both within and outside of the province.