A. IDENTIFICATION

Position Title: International Peer Leader
Department: Student Recruitment
Description Prepared by: Susan Praseuth
Salary: $12 - $14/hour
Contract Type: FPP4 (Student Appointments by semester)

B. POSITION SUMMARY

The International Peer Leader plays an important role representing the university and serving members of the SFU community, which includes prospective students, new students, current students, parents and visitors. Reporting to the International Peer Coordinator and Manager, Strategic Student Populations, the International Peer Leader will assist with the promotion of SFU to prospective international students. The International Peer Leader will also be responsible for conducting marketing research and creating reports/proposals to provide methods and techniques to enhance the recruitment process of international students. As a part of the Student Recruitment team, he or she will assist with recruitment activities, event planning, and any other duties as required.

C. DUTIES AND RESPONSIBILITIES

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<tr>
<th>Duties</th>
<th>% of Time</th>
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<tbody>
<tr>
<td><strong>1. Logistics of Recruitment Events and Communication Outreach</strong></td>
<td>45%</td>
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<td>- Participates in events and presentations to provide a student voice for SFU prospective International students</td>
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<td>- Creates positive impressions of SFU to prospective students and staff during all recruitment related events</td>
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<td>- Answers student experience related emails from prospective International students as needed basis.</td>
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<td>- Student Services Support: Acts as a ‘triage’ point for prospective international students by referring them to the appropriate SFU or FIC staff/resources</td>
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<td>- Tracks and records the quantity and type of inquiries answered or referred from prospective international students</td>
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<td>- Assists the International recruitment team with the logistics for strategic population group events</td>
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<td>- Assists the International recruitment team with transition related communications and events (e.g. Webinars, welcome receptions)</td>
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<td><strong>2. Logistics and Communication Support</strong></td>
<td>25%</td>
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<td>- Assists with organizing and preparing promotional materials for the upcoming recruitment events (e.g. viewbooks, counselor packages, agent packages)</td>
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<td>- Enhances current policies and procedures by providing suggestions and feedback to the management team in order to achieve higher efficiency for daily operations and to ensure that an appropriate array of services are available to students and other audience groups</td>
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<td><strong>3. Research of Best Practices</strong></td>
<td>15%</td>
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Generates proposals for future projects for the International Peer Leaders to implement and to create reports on collected data for summary and analysis
Researches past, current, and future events/resources available to prospective students to engage them with the SFU community

4. Employee Professional Development Project(s)
- Sets performance, personal, and professional development goals and communicates such with management on a bi-semester basis (minimally)
- Proposes and justifies professional development project(s) through sit down meetings with the Manager and aligning individual goals with appropriate assignment(s) or project idea(s)
- Liaises with staff and peers, as needed, during or voluntarily outside of work hours and implements approved project idea(s) appropriately to ensure positive outcomes
- Self-reflects upon project completion and presents final project to the management team
- Participates in the revision of the Employee Professional Development Program by providing feedback and suggestions at the end of each semester

5. Social Media Management
- Implements new social media marketing strategies for outreach to internal and external stakeholders

D. DECISION MAKING
- Recommends the best resource(s) and directs prospective students to the appropriate department(s) or personnel.
- Recommends the most efficient and effective methods of recruiting international students specifically from strategic populations (eg. International, FIC, UWC, etc.).
- Recommends the most efficient and effective methods of developing and maintaining administrative systems.
- Recognizes diversity and addresses questions during presentations in a professional and unbiased manner.

E. SUPERVISION EXERCISED
None; no subordinates

F. SUPERVISION RECEIVED
Reports to the International Peer Coordinator and Manager, Strategic Student Populations for procedures and outlooks on projects related to supporting the International Student Recruitment unit (e.g. events, projects, etc.)

G. UNUSUAL WORKING CONDITIONS

Last Updated: July 20th, 2018
This is a part time position that may require a few shifts outside of normal business hours, including evenings and weekends. The incumbent may need to travel to external sites away from the SFU Burnaby campus for outreach to prospective students.

H. ENTRANCE QUALIFICATIONS

- Must have completed at least 2 semesters at SFU
- Must have experience studying and/or travelling abroad, and working with international students.
- Proficient in Microsoft Office Suite.
- Excellent oral, written, listening and presentation skills.
- A demonstrated enthusiasm for Simon Fraser University.
- Past or current volunteer, leadership or work experience on campus, or equivalent.
- A desire to learn more about campus resources, services and overall campus life.
- A positive attitude and desire to work in a fast-paced, self-directed environment, and interact with people.
- Exceptional customer service skills including:
  o a willingness to conduct thorough research and make extensive inquiries in order to provide appropriate answers to clients’ questions
  o a genuine desire to be both helpful and accurate
  o the ability to work well with diverse people
- Strong interpersonal skills including:
  o being a positive member of a team
  o a collaborative approach to decision making
  o willingness to approach people and promote International Peer Leader initiatives
- Demonstrated commitment to punctuality and personal responsibility, and an ability to effectively balance work shifts with other responsibilities.
- Ability to speak additional languages would be an asset.
- Be in an approved major, joint major, double minor, or honors program.
- Must have a minimum CGPA of 2.67 upon entry and maintain good academic standing for the duration of the contract.