



JOB DESCRIPTION

Dept: International

Working Title: International Recruitment & Admissions
Coordinator (IRAC) (692)

Date: April 2018

Job Class: 13

PRIMARY FUNCTION:

Responsible for service-oriented recruitment, admission processing and enrollment advising for prospective and new international students who are interested in undergraduate, post-graduate diplomas, and preparatory programs at Kwantlen Polytechnic University (KPU). As the first point of contact for prospective international students and educational agents throughout the recruitment and admissions cycles, IRA Coordinators provide on-the-spot admissions reviews and offers at their discretion during a variety of educational, community and professional activities and events in the Lower Mainland, nationally and internationally in order to recruit well-qualified students. IRA Coordinators provide program specific admissions guidance to prospective applicants based on program suitability and eligibility based on an evaluation of student's needs, prior academic history and future goals. The position is required to maintain a high level of knowledge of current educational trends and practices in Canada and around the world, as well as KPU admissions and transfer credit policies and procedures. The Coordinator works with recruitment agencies, issues official letters, including Offer Letters and Letters of Acceptance to qualified students

JOB DUTIES AND TASKS:

Recruitment Related:

1. Identify and recruit prospective international students and other higher education partners (i.e. schools, agencies, colleges and universities, etc.) to KPU:
 - a. Within local and international markets, develop and implement effective strategies, materials and processes to encourage prospective international students to apply to KPU. Use extensive knowledge of regional markets to implement marketing and recruitment strategies within identified markets.
 - b. Collaborate with Manager to plan and manage recruitment activities, Familiarization Tours, events and budgets within regional markets.
 - c. Travel internationally independently to represent and promote KPU and recruit prospective international students. Independently develop and deliver tailored presentations to small and large groups, using a focused marketing approach, highlighting the University's programs and services, and the benefits of attending post-secondary education in Canada.
 - d. Manage recruitment efforts to reach a variety of international audiences, such as secondary school international students, teachers, school counsellors, various external agencies and community groups, government agencies, student sponsors and educational agents. Pursue new recruitment initiatives, research and recommend relevant events and activities within the region to participate in.
 - e. Maintain extensive knowledge of all programs offered at the University, as well as information on admissions requirements, application process, tuition and fees, student services, transfer credit and more.
 - f. Provide information to international students on matters regarding policies and practices of external organizations such as professional and government agencies including Immigration, Refugees and

Citizenship Canada (IRCC); recruitment agencies, university partners, as well as BC and foreign education systems.

- g. Maintain a Customer Relationship Management (CRM) database to track prospective international students and follow-up as necessary.
 - h. Actively recruit prospective international students through consistent follow-up through the application process, specifically through email, online meetings (Skype or similar platform), phone calls, and campus visits. Follow-up with applicants to ensure that pathways impeding registration are mitigated to improve conversion.
 - i. Actively recruit new study abroad agencies, provide regular training and daily support, and resolve issues that may arise. Verify, interview and recommend new agencies for KPU to work with through financial agreements.
 - j. Establish and build relationships with key domestic and international constituents to encourage referral of prospective international students, promote the University and enhance its reputation across a variety of recruitment markets. Provide support by providing appropriate information on programs and services at KPU to better advise students. This includes stakeholders such as public and private schools, government, agencies and parent/community groups.
 - k. Independently research, identify, report on and recommend new potential markets to recruit prospective international students and collaborate with the recruitment team and Manager to develop new initiatives.
 - l. Assess effectiveness of recruitment methods and make recommendations and improvements to more effectively target prospective international students; review, analyze and write reports outlining results of recruitment initiatives.
2. Develop, maintain and distribute recruitment resources and materials:
- a. Work in collaboration with the Manager to recommend and design marketing materials specific to regional recruitment needs. Contribute to marketing content specific to regional needs, including translation of materials.
 - b. Maintain and manage stock of program guides, flyers and various forms of correspondence.
 - c. Work in collaboration with KPU's Printing Services and Mail Room department on printing, packaging, labeling and shipping marketing material for various recruitment occasions within Canada and internationally.
 - d. Monitor international shipping of marketing material and intervene if custom clearance is necessary.

Admissions Related:

1. Evaluate, manage and approve applications, review and verify documentation to assess eligibility for admission
 - a. Evaluate open and limited intake applications, including documentation such as domestic and international secondary and post-secondary transcripts and test results to determine eligibility for admission and ensure proper processing of such applications.
 - b. Determine admissibility of international applicants for programs and advise them of additional program requirements and registration procedures.
 - c. Access confidential student records on computer database and manual filing systems for the purpose of admission and advising.
 - d. Interpret various in-house and standardized tests used to meet admission requirements and apply them to international student applicants, including on- the-spot evaluations while at local and overseas events.
 - e. Convert applicants to registrants through effective and ongoing communications with international applicants that are welcoming, informative and coaching in nature. Follow-up with applicants to ensure that pathways impeding registration are mitigated to improve conversion. Manage queries, both written and verbal, remotely and in-person, concerning documentation and program admissibility, and determine international students' needs and assist with understanding of admissions, transfer credit and registration procedures and policies.
 - f. Advise international applicants of admissions deficiencies and provide assistance with appropriate referrals to alternate programs.

- g. Screen and schedule international applicants for test dates, portfolio reviews, assessments and appointments.
 - h. Issues official letters, including Offer Letters, Letters of Acceptance, Immigration Letters and more.
 - i. Maintain an in-depth knowledge of the University's programs, admissions process, registration and advising policy and procedures.
 - j. Independently review admissions procedures and recommend and implement changes to manager/director as required.
2. Perform admissions administrative functions:
- a. Manage fee payments and contracts, and other financial matters, for ongoing programs and sponsored international students.
 - b. Liaise with faculty, Deans, curriculum committees, and various external federal and provincial government agencies to discuss and provide accurate, updated international admissions and registration information.
 - c. Prepare a variety of reports, summaries and lists, including information regarding international enrolment levels and statistics related to international admissions and registration information. Draft and type documentation such as correspondence and reports.

Registration Related:

- a. Advise new international students on registration procedures and assist international students during pre-registration and registration, assist in resolving problems such as computer data errors, prerequisite checking, timetable conflicts and changes.
- b. Monitor program waitlists, enrollment lists and program registration activities, reporting any anomalies and assisting in correcting them. Manage, track and evaluate an assigned portfolio of applications through various intake cycles.
- c. Conduct online and in-person registration workshops with new international students, providing guidance on course planning and registration, and solving individual issues with international students.
- d. Process registration withdrawals such as non-payment, non-attendance cancellation and rescheduling as needed.

Other Related Duties:

- a. Liaise with managers and recruitment agencies to confirm and prepare contract agreements; review and renew agreements as appropriate; prepare agent commission invoices; manage enquires regarding commissions and student refunds
- b. Collaborate with academic and service departments within the University with the goal of establishing and maintaining positive relationships between the International Office and the University, as well as to provide international students with appropriate access to programs, courses and services.
- c. Receive and distribute various documentation for processing, such as international student appeals, transfer credit evaluation requests, course approvals, deferral and refund forms, and requests to change faculty or programs.
- d. Maintain records of applicant issues/problems and ensure compliance with reporting requirements for Incident Reports regarding student or applicant conduct.
- e. Work with Communications Coordinators and Marketing department staff to recommend social media messages to target prospective students.
- f. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

SUPERVISION RECEIVED:

Reports to the Divisional Business Manager

SUPERVISION / DIRECTION EXERCISED:

Coordinate activities of the Divisional Business Manager, including training, coaching and monitoring work performance.

PHYSICAL ASSETS / INFORMATION MANAGEMENT:

Set up, maintain and update international student academic record. Stay current on use of CRM program to communicate to prospective students.

FINANCIAL RESOURCES:

Responsible for University purchasing card used to book recruitment activities overseas, as well as arrangements such as airfare, hotel, meals etc. for self and others when necessary. Purchase office supplies at the bookstore or externally as required. Oversee sensitive financial records/data and work with Finance and Business Manager in these regards.

The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES:

1. A Bachelor's degree supplemented with a minimum of two years related student recruitment, educational advising and/or student services or an equivalent combination of education, training and experience.
2. Full command of the English language, both oral and written.
3. Oral and written fluency in one of KPU's target languages. Korean, Japanese, Vietnamese, Portuguese, Spanish, Tagalog or Arabic preferred.
4. Proven experience working with recruitment agencies. Experience in contract preparation, invoicing, reviewing eligibility for commission, etc.
5. Demonstrated excellent customer service skills in a fast-paced environment involving multiple demands.
6. Proven public relations and communication skills. Demonstrated ability to respond both verbally and in writing in order to deal effectively and harmoniously with the general public, government agencies, recruitment agencies, secondary and post-secondary schools, and KPU's academic and service departments.
7. Demonstrated knowledge and understanding of the workings of educational agencies, overseas work considered an asset. Demonstrated experience working with international students, including an understanding of other cultures and the ability to communicate in a cross-cultural working environment.
8. Familiarity with different education systems in major international student source countries. Understanding of the B.C. and other Canadian secondary school systems: graduation, partnerships, and articulated agreements (e.g. BCCAT).
9. Familiarity with International Admissions, foreign credential evaluation, and various education systems as well as immigration policies.
10. Familiarity with IRCC policy and study permit implications.
11. Ability to build and maintain positive, cooperative, and service-oriented relationships with internal and external clients (mainly applicants, educational agents, faculty, staff and prospective students), where diversity of situations and people are routinely encountered.
12. Demonstrated considerable level of technical skills including the use of the Microsoft office suite (Word, Excel, Access, Outlook and PowerPoint).; Communications programs such as Microsoft Teams and social media tools such as Twitter, Facebook, etc.; and the ability to learn software programs that may be used at the University. Proficiency with BANNER or a similar integrated student information system/database preferred
13. Demonstrated working knowledge of admission and registration processes. Ability to follow established processes, practices, policies and procedures for admissions and service support for international students. Demonstrated ability to multi-task, apply organizational skills to meet deadlines, use problem solving skills.
14. Demonstrated ability to exercise a high level of initiative and responsibility, work independently and establish own priorities and meet deadlines.
15. Demonstrated ability to adapt speaking and presentation styles to people of various backgrounds and cultures. Proven ability to present and convey appropriate and diplomatic responses to questions under pressure. Experience in post-secondary education international recruitment activities such as formal presentations at education fairs, trade shows, community and business events considered an asset.
16. Demonstrated ability to represent a post-secondary institution or organization with tact and diplomacy while

interacting with people of various ages, cultures and languages.

17. Demonstrated ability to conduct oneself in a professional manner in a demanding, high stress, fast paced environment over a sustained period of time.
18. Demonstrated ability to handle confidential information appropriately.
19. Knowledge of training, education and or job requirements for a wide range of academic, trades and technical careers as well as pathway options to reach educational goals.
20. Ability to travel internationally on occasion.
21. General knowledge of financial services and processes including entrance scholarships, and Canada and B.C. student loan application process.
22. A valid B.C. driver's license, safe driving record and access to a vehicle for work purposes and ability to travel to other campuses is preferred.
23. Ability to achieve a keyboarding speed of 40 wpm.
24. Must be able to work evenings and weekends on a flexible schedule.
25. Oral and written fluency in English and a secondary language in one of KPU's target markets is required, such as: Vietnamese, Spanish, Portuguese, Korean, Japanese, or another language consistent with departmental priorities. The language requirements for the open role will be specified in the job posting.

Knowledge Skills & Abilities revised: April 2021
