



JOB DESCRIPTION

Dept: Future Students' Office

Working Title: Prospective Student Support Specialist (743)

Date: June 2017

Job Class: 10

PRIMARY FUNCTION:

Provide Future Student's Office liaison services to prospective students. Utilizing knowledge and expertise about Kwantlen Polytechnic University (KPU) programs and support services available to students, coach and guide prospects to apply into a suitable program of study. Works as an internal support for general and program specific recruitment initiatives. Provides advice and/or information about admissions requirements and procedures, programs, services, careers and more to identified target markets for the purpose of generating prospective student inquiries and applications. Actively recruit students through consistent follow-up through the application process, specifically through email, online chat forums and phone calls. Act as KPU representative at internal as well as external recruitment and community events, developing rapport with prospective students from all target markets, parents and key stakeholders by providing prompt and professional service. Actively supports KPU's marketing and recruitment plan, working with the ultimate goal of increased brand awareness, increased applications, and ultimately increased enrolments.

JOB DUTIES AND TASKS:

1. Identify and recruit prospective students to the University:

- a. Provide information, advice and guidance to prospective students on a wide variety of matters such as:
 - existing and future KPU programs
 - admission requirements and process
 - educational expenses, scholarships, awards and financial aid
 - registration and transition to KPU
 - special requirements and/or testing
 - benefits of a post-secondary education
 - articulated partnerships
 - student support services
- b. Liaise with and build strong relationships with department staff, faculties and service areas. Regularly consult with department staff and manager to ensure most current information is being provided to prospective students.
- c. Assess inquiries from secondary school counselors, career advisors and teachers. Using thorough decision making skills and thoughtful judgment to provide and/or direct them to appropriate information on programs and services at KPU to better advise their students.
- d. Independently manage a complex schedule with multiple daily tasks, such as answering email inquiries, answering phone calls, advising prospective students at drop in appointments, responding to online chat, as well as keeping update on program information, admissions info, etc, ensuring timeliness to meet all obligations and deadlines.
- e. Participate on behalf of KPU in a wide range of on- and off-campus events that are promotional and/or informational in nature such as community and business events, educational fairs and shows
- f. Work with FSO staff to coordinate with KPU students, volunteers, alumni, staff and faculty for their participation at recruitment and KPU awareness events.
- g. Independently research and recommend events and activities to the manager that would benefit FSO and assist towards the goals of recruitment and brand awareness.

2. Provide information and advice to prospective students:

- a. Provide pre-admissions information and advice to prospective students on program options and eligibility based on an evaluation of student needs, prior academic history and future goals.
- b. Advise students in the identification of programs that may be of interest to them, suit their talents and lead to their career goals using various modes of communication, including in-person, telephone, written, webinars, instant messaging, social media, etc.
- c. Maintain extensive knowledge of all programs offered at the University as well as information on admission requirements, application process, tuition and fees, student services, transfer credit and more.
- d. Provide advice and/or information about admissions requirements and procedures, programs, services, careers and more to identified target markets for the purpose of generating inquiries and applications.
- e. Determine general admissibility of student as well as accuracy and completeness of application. Advise applicants of admission deficiencies to ensure application can be processed. Using thoughtful judgment and consideration positively suggest alternative actions or plans as needed.
- f. Utilize strong decision-making skills and judgment to tailor information and advice to align with unique student needs.
- g. Respond to internal and external queries regarding KPU programs, admissions, application and registration procedures, documentation requirements, and policies
- h. 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.
- i. Provide information to students during the entire prospect to applicant to enrolment cycle including admission, and registration, where required.
- j. Using a high level of understanding of other departments within KPU (admissions, student and financial assistance, student services, counselling, etc.) and their functions and roles in the prospect cycle guide prospective student to the appropriate contacts in those areas when required.
- k. Actively recruit students through consistent follow-up through the application process, specifically through email, phone calls, online chats and campus visits. Follow up with applicants to ensure that pathways impeding registration are mitigated to improve conversion.
- l. Ensure all communications with prospective students, parents, counsellors etc. includes accurate database management and ongoing upkeep.
- m. Coordinate and facilitate informational webinars including development of content, marketing and follow-up
- n. Oversee the development, implementation and evaluation of a plan for communicating key dates and deadlines to High School Counsellors, Community Liaisons and other external stakeholders and partners who support and promote our programs to a wider audience.

3. Coordinate recruitment activities and build effective relationships:

- a. Work as a key member of the FSO team, assisting with coordination and implementation of activities related to KPU recruitment and branding events and tours.
- b. Conduct campus tours for prospective students and parents with student assistants or any other FSO staff.
- c. Work with FSO events staff and faculty staff to coordinate and activate at internal and external events to promote KPU and attract prospective students
- d. Attend events as a representative of FSO and report on events as pertaining to the goals of student recruitment and brand awareness and make suggestions for improvements and whether or not the event was suited to FSO goals and objectives
- e. Provide regular reports to the recruitment manager, summarizing recruitment activities and emerging issues and/or trends.

4. Develop, maintain and assess recruitment activities and initiatives:

- a. Work with communications coordinators and marketing department staff to recommend social media campaigns to target prospective students.
- b. Develop social media posts that are relevant and timely to engage with prospective students.
- c. Independently researches recruitment activities and social media activity of other universities and colleges and keeps the recruitment manager abreast of new ideas, trends and recommendations.
- d. Regularly review marketing and educational materials to ensure they are updated with program and curriculum changes. Coordinates changes as they are required.
- e. Research and identify new methods of communication or technology in attracting qualified applicants
- f. Monitor and track admissions and program changes in collaboration with front line staff to ensure all department staff are updated with current information in a timely manner

5. Related duties:

- a. Access confidential records on the student information system (Banner) for the purpose of recruiting and advising. Update computer database of prospective students in a consistent and timely manner.
- b. Utilize Client Relationship Management (CRM) program to track prospective student communications and touch points and keep current in the use of systems and technology
- c. Utilize hand held devices at events, presentations and activities to capture prospective student information to input into the CRM
- d. Work with events staff and recruitment staff to ensure prospective student data is uploaded after each event, presentation or activity.
- e. Support applicants to complete internal and external forms and documentation.
- f. Prepare, sort and distribute various documentations such as forms, letters, memos and reports, and distribute to appropriate staff and students.
- g. Assist with front-line support in FSO and act as a resource for student drop-ins as needed.
- h. Assist with reception as needed
- i. Assist the manager to maintain website updates to department webpages.
- j. Support the manager to coordinate volunteers at events
- k. Attend internal and external events as a representative from FSO
- l. Perform assigned projects and tasks as directed by the Recruitment Manager.
- m. 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 Manager, Domestic Recruitment.

SUPERVISION/DIRECTION EXERCISED:

Directing student assistants and volunteers and will be responsible for training them as required.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

Set up and maintain student files and update student information on computer database. Stays current on use of CRM program to communicate to prospective students and counsellors. Works collaboratively with team and Manager to ensure external contacts lists (high schools, counselors, teachers, community, business etc.) are up to date at all times.

FINANCIAL RESOURCES:

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. Bachelor's degree and a minimum of two years of related work experience or an equivalent combination of education, training and experience.
2. Exceptional written and oral communication skills. Proven ability to be flexible in speaking and responding to questions from potential clients. Proven ability to convey appropriate and diplomatic responses to questions under pressure.
3. Proven ability to represent a post-secondary institution or organization with tact and diplomacy while

- interacting with people of various ages, backgrounds, cultures and languages.
4. Strong organizational skills, the ability to work as part of an integrated team and the ability to work independently.
 5. Proven experience and success working in a busy, high energy environment with multiple priorities competing for service.
 6. Experience in sales/customer service is an asset.
 7. Experience as a KPU student is an asset as is the ability to share personal stories and experiences with prospective students and their parents.
 8. Experience with events including setting up a booth display, working a booth with a goal of customer engagement and branding as well as relationship building at events.
 9. Excellent interpersonal skills. Ability to advise, guide and provide information to prospective students.
 10. Ability to relate well to people from a variety of cultural and linguistic backgrounds. Proven ability to function effectively in a cross-cultural setting.
 11. Demonstrated ability to conduct oneself in a professional manner in a demanding, high stress, fast-paced environment over a sustained period of time.
 12. Demonstrated ability to handle sensitive and confidential information appropriately.
 13. Knowledge of KPU programs and courses and a demonstrated ability to keep up- to-date with credit and non-credit offerings, university and program admission policies, tuition fees, etc.
 14. Demonstrated experience as an Academic or Program Advisor is considered an asset
 15. Proven ability using a handheld device to capture prospect data via app software
 16. Experience using a Customer Relationship Management tool (CRM) and a Records Management database such as Banner.
 17. Ability to exercise a high level of initiative and responsibility, work independently and establish own priorities and meet deadlines.
 18. 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.
 19. Strong understanding of the B.C. and other Canadian education systems: graduation, partnerships, and articulated agreements.
 20. Proficiency with Microsoft Office, including PowerPoint at an intermediate level.
 21. Must be able to work evenings and weekends and flexing days and hours of work as needed due to business objectives or the department and the nature of the work.
 22. Must be able to lift and carry materials in the range of 30 to 50 lbs.
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