BCGEU POSITION DESCRIPTION

POSITION TITLE: Enrolment Management Coordinator
JOB NUMBER: 847
REPORTS TO: Divisional Business Manager
INCUMBENT:
DEPARTMENT: Wilson School of Design
DATE CREATED: October 2023
JOB CLASS: 12
DATE REVISED:

PRIMARY FUNCTION

The Enrolment Management Coordinator is instrumental in shaping the leadership landscape within the admissions and recruitment cycle at the Wilson School of Design (WSD). Beyond supporting student recruitment, admissions, and retention, the coordinator assumes a leadership role in defining the overarching strategy and direction for WSD related processes.

In a leadership role within the admissions and recruitment cycle, the Coordinator takes charge of devising and executing inventive strategies to draw in high-caliber students for WSD. This extends to leading the selection process for WSD's unique limited intake programs. This leadership role includes actively shaping the strategic development of WSD procedures to ensure they align with the school's mission and goals. Through a comprehensive leadership approach, the specialist plays a pivotal role in fostering the growth and success of the Wilson School of Design.

JOB DUTIES AND TASKS

1. Leads a seamless and student-centric processes, providing guidance and assistance to applicants as it relates to portfolio and interview requirements, and working closely with academic departments and the Registrar's office to ensure a smooth transition for admitted students for all WSD limited intake programs.

2. Guides the enhancement of procedures to align with the school's mission and goals. Takes a leadership role in designing and implementing targeted outreach initiatives, with a specific focus on promoting the distinctive features of the school's unique design programs.

3. Exhibit leadership by staying informed about industry trends. Proactively explore avenues for continuous improvement, integrating data-driven decision-making processes to optimize the efficacy of recruitment initiatives.

4. Collaborates closely with the Domestic and International Admissions/Recruitment teams to ensure the smooth progression of the applicant admission process.

5. Spearheads the creation, maintenance, and ongoing refinement of a collaborative admission monitoring system for faculty, actively engaging with stakeholders and leveraging data-driven insights for continual enhancement.

6. Oversees the portfolio portal throughout the recruitment/admission cycle, proficiently organizing and securely storing portfolios, letter of interest packages and associated documents.

7. Manages comprehensive communication efforts, addressing inquiries from prospective students, parents, and agents through written, telephone, and in-person channels.

8. Coordinates all program/Faculty specific communication to incoming students, encompassing WSD welcome letters, registration information, orientation details, and welcome packages.

9. Actively reviews application progression by monitoring the numbers of accepted seats, deposits paid, and waitlists, facilitating the seamless transition from applicant status to registered students.

10. Manages the distribution, collection, and secure storage of essential student forms for incoming students, encompassing sensitive information related to the Freedom of Information and Protection of Privacy Act (FIPPA).

11. Guides applicants and students according to University calendar and policies, referring them to appropriate KPU departments and services for personalized support.

12. Engages in recruitment events, such as information sessions, portfolio reviews, counselors' conferences, and open houses, to offer up-to-date program details to both prospective and current students in coordination with Faculty and University service departments.

13. Establishes and nurtures relationships with key parties, including counselors, teachers, schools, agencies, parents, and community groups to encourage referrals and enhance the University's reputation.

14. Acts as a liaison with the Office of Planning and Accountability (OPA) and other parties to analyze enrolment, retention, and graduation data, supporting leadership decision-making through data extraction, analysis, and recommendations.

15. Monitors course registration, identifies enrollment issues, and recommends section rescheduling, additions, or cancellations based on academic requirements and benchmarks.

16. Collaborates with Program Chairs/Coordinators and faculty to ensure compliance with admissions, registration, and advising policies and procedures. This includes the development of an evaluation matrix, incorporating diverse criteria such as selective entry criteria for portfolio and letter of interest packages, specifically designed for the varied breadth of design programs.

17. Engages in close coordination with KPU International to facilitate and bolster international exchange programs, benefiting both incoming and outgoing students while promoting enriching global academic experiences.

18. Supports the Dean's Office and Faculty on special projects, assignments, or events as needed.

19. Provides coverage for other WSD team members as required.

20. Performs other duties as assigned by the Dean, Associate Dean, or Divisional Business Manager.

21. 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: This position reports to the Wilson School of Design Administrative Coordinator.
SUPERVISION/DIRECTION EXERCISED: This position provides supervision to student assistants, casual service employees, and volunteers. This position may have 2-3 incumbents reporting to them at any given time. This role provides workplace orientation for department new hires and provides work instructions to support staff.
PHYSICAL ASSETS/INFORMATION MANAGEMENT: Organize, supervise or coordinate a multi-user information system for student recruitment and student data storage (e.g. using banner, slide room, CRM database, OPA statistical reporting tools, project planning software, SharePoint, Common Drive, TDX etc.)
FINANCIAL RESOURCES: Develops and administers recruitment activity budgets. Oversees timesheets, expense reports, honorariums and cheque and purchase requisitions. Oversee purchase of services and supplies up to a set limit. Maintain an institutional credit card. Manages budgets for special events and projects.
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

- Demonstrated knowledge of policies and procedures related to post-secondary selective entry admissions.
- Experience in student recruitment, reviewing and providing feedback on design portfolios, letter of interest packages and interviews.
- Proven ability to meet changing priorities, multitasking, work to deadlines and make responsible decisions while maintaining high levels of customer service.
- Excellent interpersonal, organization, planning, coordination, problem-solving and follow-up skills.
- Excellent written and oral communication skills.
- Be able to independently draft correspondence and reports of a routine nature based on knowledge of established style and practices.
- Experience with supporting committees, demonstrated ability to create agendas, record and distribute minutes.
- Demonstrated skills in computer and Internet applications (e.g. Windows environment, Word, Excel, email, Banner, Slideroom and web browser).
- Demonstrated ability to create and maintain databases and tracking systems.
- Demonstrated ability to work both independently and as a member of a team.

- Experience handling confidential information.
- Possession of a valid driver's license and access to a vehicle is required.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

- Diploma or completion of two years' post-secondary education.
- Progressive general office experience that includes three years' experience in a similar position within a unionized environment; post-secondary work experience is an asset.

Knowledge Skills & Abilities revised: