



POSITION DESCRIPTION

We at Kwantlen Polytechnic University respectfully acknowledge that we live, work and study in a region that overlaps with the unceded traditional and ancestral First Nations territories of the Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt, and Kwikwetlem, and with the lands of the Kwantlen First Nation, which gifted its name to this university.

POSITION TITLE: Assistant Registrar, Domestic Recruitment

DEPARTMENT: Recruitment and Admissions

DATE CREATED: August 2021

DIVISION/FACULTY: Office of the Registrar

DATE REVISED: March 2026

ORGANIZATIONAL STRUCTURE

This role reports to the Associate Registrar, Recruitment and Admissions. Reporting directly to this position are members of the Future Students' Office.

PRIMARY FUNCTION

The primary function of the Assistant Registrar, Domestic Recruitment is to ensure the efficient and effective operation of the domestic recruitment team, providing oversight for the development, implementation and planning of student recruitment, communications, events and community engagement initiatives for the Future Students' Office. They work collaboratively and effectively with colleagues across the University and wider community to promote the recruitment and conversion of domestic students. This involves leading a strong team in the delivery of service excellence, while providing functional, technical and operational expertise in the management of service delivery and student systems to the Office of the Registrar and the University.

The incumbent is a process-driven problem solver who utilizes their analytical and technical skills in the field of post-secondary domestic recruitment, conversion and strategic enrolment management. They are also a champion of service delivery, leading a team that consistently works to improve service quality, staff productivity and systems efficiency.

The incumbent ensures KPU maintains compliance with university, provincial, and federal policies and reporting requirements. To that end they maintain a deep understanding of University policies and KPU's student information system along with other related systems, in order to guide the implementation, maintenance and advancement of systems and service goals within the Office of the Registrar.

KEY RESPONSIBILITIES

1. Supervises and provides leadership to staff by coaching, guiding and modeling key behaviours/strategies, encouraging dialogue and providing guidance and advice to facilitate resolutions to work issues. Assists team members to define shared and individual goals, meet target dates and ensure alignment of team goals. Monitors and assesses performance.



2. Contributes to effective employee and labour relations by administering the collective agreement(s), representing management in the grievance process and consulting with Labour Relations regarding collective agreement interpretation, as appropriate.
3. Attracts and retains staff by developing and implementing recruitment and selection strategies, providing staff orientation, and ensuring a stimulating work environment focused on student-centred service. Monitors and assesses performance, employing strategies such as coaching and mentoring to enhance performance. Takes appropriate disciplinary action when required.
4. Develops a comprehensive training plan for the team.
5. Conducts routine procedural review in order to ensure that business processes are compliant with university, provincial and federal policies and reporting requirements as well as the strategic direction of the institution and its enrolment management goals. Recommend and implement, in consultation with the Associate Registrar, quality-based assessment processes to inform strategy development and continuous improvement.
6. Supports the development and implementation of a departmental service plan in line with the division's vision, mission and values and KPU's strategic enrolment planning goals.
7. Serves as an internal business systems and procedures consultant to the Office of the Registrar and other areas relating to student recruitment. Consultation services range from evaluating business processes for efficient use of systems; championing new technologies in the Office of the Registrar; and liaising with other departments, external stakeholders and agencies such as School District representatives, relevant Ministries, Post-Secondary BC, EducationPlanner BC, and the BC Council on Admissions and Transfer to build partnerships and execute data exchanges.
8. Oversees, manages, plans and executes KPU's domestic recruitment plans, an external communications plan and presentations to raise the profile of KPU with community and encourage prospective domestic students to seek admission to the University.
9. Researches, plans, analyzes and executes strategies to improve the effectiveness of domestic student recruitment and to meet established enrolment objectives.
10. Oversees the efficient processing of prospective domestic leads and the associated timely communication through KPU's constituent relationship management (CRM) system.
11. Oversees all aspects of the preapplication, recruitment and conversion processes. This includes managing off-campus visits to secondary schools and other community groups.
12. Oversees the planning, production and coordination of community and industry recruitment events, ensuring displays and exhibits maintain consistency with institutional image and branding, enrolment management, program and service marketing, in support of the department's strategic goals.
13. Collaborates with and provides input to KPU's Marketing and Communications department to develop and produce effective marketing and recruitment materials.



14. Attends community events across the region as a KPU representative, with the strategic purpose of enhancing KPU's reputation and building relationships with stakeholders from industry.
15. Liaises and builds partnership with secondary school contacts across the lower mainland and BC, ensuring strong and productive relationships while supporting agreements with school districts, including Dual Credit partnerships.
16. Liaises with Information Technology on ongoing projects, testing system upgrades and maintenance and troubleshooting of existing processes and technology.
17. Participates in developing and administering departmental policies and procedures, ensuring they are consistently applied by all team members, and advising members of KPU accordingly.
18. Uses professional judgement and exercises delegated authority to make discretionary decisions that are exceptions and variances to established regulations and institutional procedures on matters related to domestic student recruitment.
19. Liaises with the Office of Planning and Accountability to ensure the correct interpretation of operational recruitment and conversion data, and to ensure that the data captured satisfies institutional reporting needs.
20. Represents KPU and KPU's interests before external agencies, other institutions, various organizations and groups (e.g., Association of Registrars of the Universities and Colleges of Canada, Post Secondary BC, Education Planner BC, various provincial working groups, etc.)
21. Manages special projects, as assigned, including the implementation of business process redesign with a view to cross-functional and cross-divisional services.
22. Facilitates, chairs and participates in assigned teams and committees as required.
23. Assists in planning, preparing and monitoring the departmental budget.
24. Inspires others to do their best, develops professionally and contributes to the success of the leadership team.
25. Establishes system requirements, accompanying business processes and related documentation to implement and administer Banner Student modules in conjunction with KPU's CRM system, while providing functional leadership in support of the recruitment and conversion functions within the Office of the Registrar.
26. Supervises operational reporting and broadcast email messaging to prospective students and community partners for the Future Students' Office. Utilizes tools such as FAST Student Reporting, CRM, and Banner Communication Management. May provide analysis of summative reporting when required.



27. Maintains student data integrity and quality assurance by reviewing prospective student and lead acquisition business processes, data quality evaluations, operational aggregate reporting outputs for domestic recruitment environments.
28. Responsible for the security of student records in the Future Students' Office, ensuring that Freedom of Information and Protection of Privacy legislative requirements are upheld and enforced.
29. Maintenance of Banner controls, rules, and validation tables relating to the Banner Student modules and other related systems for recruitment. Recommend revision and optimization of global rules and controls as the University evolves and/or the interaction between people and systems changes.
30. Follow security protocols for providing recruitment staff access to the Banner Student Module and other related systems.
31. Establishes a high personal standard of service and performance by actively participating in other duties as assigned, education seminars, training programs and professional development.
32. Contributes to and promotes a safe, equitable, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

QUALIFICATIONS

EDUCATION & EXPERIENCE

- A bachelor's degree in a relevant field, such as marketing, communications, etc.
- Minimum of five (5) years recent related experience in or supporting the Office of the Registrar, in progressively responsible positions related to domestic student recruitment, conversion and constituent relationship management.
- Minimum three (3) years management or supervisory experience in a post-secondary institution. Formal supervisory training is an asset.
- Successful experience training and managing an effective team and implementing change resulting in improvements to service quality, staff productivity and systems efficiency.
- Or an equivalent combination of education, training and experience.

KNOWLEDGE, SKILLS and ABILITIES

- In-depth knowledge of Canadian and international secondary education systems.
- Demonstrated ability as a functional lead administering a Banner Student module. Experience in a comparable student information system may be considered.



- Demonstrated ability supporting and maintaining systems in support of student recruitment such as online admission application platforms, the BC Transfer Guide and communications management services such as a CRM (constituent relationship management).
- Demonstrated analytical skills, including problem-solving and needs analysis. Excellent organizational skills, including the ability to set priorities and meet deadlines. Ability to work independently, exercise good judgment and demonstrate initiative.
- Demonstrated ability to motivate and encourage teams in creating a cohesive working environment.
- Experience in business workflow design and business process improvements.
- Demonstrated ability using database reporting tools, web systems and software. Certification as a Microsoft Office Specialist in MS-Excel, MS-Word, and MS Access an asset.
- Sound understanding of strategic enrolment management concepts and academic policies and processes that contribute to a quality undergraduate experience.
- Proven ability to develop flexible approaches toward work procedures and to exercise tact, diplomacy and conflict resolution skills; uses sound judgement.
- Ability to establish and maintain effective working relationships with University administration, faculty, and staff, as well as external and community partners.
- Excellent interpersonal skills with the ability to communicate patiently and effectively (both verbally and in writing) with a diverse range of people and situations. Actively listens to the issues of others in a manner that elicits cooperation and support. Demonstrates an effective and adaptive skill in communicating with students/individuals under stress.
- Proven background in exceptional public speaking and presentations to a variety of audiences.
- Demonstrated ability to interpret and apply policies and regulations.
- Demonstrated ability to model appropriate professional, ethical and collaborative behaviours consistent with the responsibilities of this position.
- Intercampus travel is required, possession of a valid driver's license and access to a vehicle is required.

COMPETENCIES

- **Leadership:** KPU employees inspire, coach, mentor, and support students, employees and KPU as a whole in achieving objectives.
- **Accountability:** KPU employees demonstrate fiscal accountability and take ownership for their actions, decisions and results.
- **Continuous Improvement:** KPU employees take a creative approach to opportunities, exploring unique ways to create optimal value for the KPU community.
- **Collaboration:** KPU employees work in functional and cross-functional teams, coming together to solve complex issues and accomplish objectives that will benefit the KPU community.