



## JOB 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.*

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**POSITION TITLE:** Associate Registrar, Recruitment and Admissions

**DEPARTMENT:** Recruitment and Admissions

**DIVISION/FACULTY:** Office of the Registrar

**DATE REVISED:** April 2022

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### ORGANIZATIONAL STRUCTURE

This role reports to the Associate Vice President, Enrolment Services and Registrar. Directly reporting to this position are the Assistant Registrar, Domestic Recruitment and the Assistant Registrar, Admissions and Transfer.

### PRIMARY FUNCTION

The Associate Registrar sets the vision and direction for the portfolio, providing leadership, strategic direction and business process improvements, guided by institutional vision and goals.

The Associate Registrar, Recruitment and Admissions directs ongoing and recurring operations related to these areas. They ensure Domestic Recruitment and Admissions meet established goals, follow established dates and deadlines in the recruitment and admission cycles, and ensure the units provide support for and accurate assessment of prospective students and applicants for admission to the University. They provide expertise and oversight in the use of enterprise systems, business processes, and operational reporting in order to monitor accuracy, efficiency and productivity of these areas. In collaboration with Marketing and Communications, they ensure marketing materials and events align with KPU Marketing standards. In collaboration with KPU International, they ensure admission practices adhere to Senate requirements. They partake in the development and application of KPU policies, ensuring compliance relevant to each unit. The Associate Registrar provides leadership for practices related to student records, and the alignment of business processes with university policies to ensure the integrity of student data.

The incumbent works closely with the other Associate and Assistant Registrars on the development, management, delivery, maintenance and benchmarking of services, systems and related policies for the department. In addition, they hire, train, develop and evaluate performance of staff.

### KEY RESPONSIBILITIES

1. Supervises and provides leadership to direct reports by coaching 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



Human Resources Services regarding collective agreement interpretation, as appropriate. Provides input to management negotiating team for collective bargaining purposes, as needed.

3. Directs the Domestic Recruitment unit ensuring front-line service, recruitment plans, events, marketing materials and initiatives are aligned with established recruitment goals. Directs the maintenance of workflows, processing leads and communication in the constituent relationship management (CRM) system. Establishes Recruitment business practices and conversion strategies, liaising with Marketing and Communications regarding events and marketing materials. Enforces the use of reports to audit CRM data to monitor goals and targets.
4. Directs the Admissions unit ensuring adherence to application cycle timelines and timely and accurate assessment of student admission requirements and transfer credit assessments in compliance with KPU's Admission Policy and Recognition of Prior Learning (RPL) Policy. Directs application and transfer credit setup in the Student Information System (SIS) modules and relevant integrated systems, including application maintenance in the provincial Online Application system. Establishes Admission and transfer processing business practices, liaising with KPU International regarding recruitment, admission and transfer credit articulation. Enforces the use of reports to audit admissions and transfer credit data to ensure accuracy and efficiency and monitor admission targets and capacity.
5. Provides analytical, functional, and technical guidance for curricular matters that affect delivery and operation of KPU programs over the full student life-cycle.
6. Establishes cross-functional partnerships with institutional key partners such as Accounts Receivable, Human Resources, Office of Planning and Accountability, and Information Technology Services to ensure data integrity, security, and quality standards.
7. Uses professional judgement and exercises delegated authority in order to enforce university policies and standard procedures. In exceptional circumstances, makes discretionary decisions to permit exceptions or variances to established policies and procedures.
8. Represents KPU and KPU's interests before external agencies, other institutions, various organizations and groups, developing collaborative relationships, providing project leadership, consultation, and direction as needed.
9. Directs and administers the portfolio's staffing plan and operating and capital budgets. Authorizes expenditures related to departmental activities and enforces and maintains records and controls.
10. Establishes and maintains a vibrant work climate that supports student-centered service and reflects the mission, vision and values of Student Services and the University.
11. Develops the portfolio's service plan in line with the division's vision, mission and values and KPU's strategic enrolment planning goals.
12. Reviews business practices to ensure the integrity of the University's student information system is maintained. Implements improvements as needed in cooperation with other University departments.
13. Consults and advises on the establishment and revision of University policy related to the functions of the department and administers and interprets University policies and



procedures. Proactively reviews University policies related to the unit for currency and relevancy.

14. Facilitates, chairs and participates in assigned teams and committees as required.
15. Provides long- and short-term administrative planning analysis to the Registrar and develops, reviews and monitors department goals and objectives.
16. Establishes a high personal standard of service and performance by actively participating in other duties as assigned, education seminars, training programs, etc.
17. Contributes to and promotes a safe, equitable, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.
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## **QUALIFICATIONS**

### **EDUCATION & EXPERIENCE**

- Master's degree.
- Minimum seven years of experience in a Registrar's Office at a college or university.
- Minimum five years of increasing responsibility, with management/leadership experience including supervision of staff.
- Or an equivalent combination of education, training and experience.

### **COMPETENCIES**

- In-depth knowledge of BC, Canadian and international secondary and post-secondary education systems, governance and policies.
- Proven record of effective team management to improve service quality, staff productivity and efficiency.
- 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 experience using an enterprise Student Information System (SIS) including systems testing, systems and business process analysis and documentation, preferably in a post-secondary environment.
- Demonstrated experience using database reporting tools and Microsoft Office productivity products.
- Demonstrated understanding of strategic enrolment management concepts and academic policies and processes that contribute to a quality undergraduate experience.
- Proven ability to exercise tact, diplomacy independent judgment, problem solving and conflict resolution skills, in addition to time management and organizational skills.
- Excellent communication skills, both written and oral. Ability to communicate effectively with a diverse range of people in a range of situations, to establish and maintain effective working relationships.
- Demonstrated ability to interpret and apply policies and regulations.
- Successful experience training and managing staff.
- Demonstrated ability to model appropriate professional, ethical and collaborative behaviours consistent with the responsibilities of this position.
- Ability to travel between campuses is required.