

**YORK UNIVERSITY
JOB POSTING – YUSA**

For All YUSA Full Time, Part Time, Sessional and Limited Term Positions

JOB TITLE: [Recruitment Officer International]

JOB CODE: [951732]

DEPARTMENT/FACULTY: [Recruitment]

SALARY BAND: [14]

I. JOB PURPOSE:

International Recruitment Officers play an important role in York University's international recruitment activities through a variety of methods. This includes delivering recruitment presentations, researching, and contributing to the development of programs, strategies, and market research. International Recruitment Officer contributes to York's goal of developing a vibrant, diverse, and highly academic group of international applicants.]

II. MAJOR AREAS OF RESPONSIBILITY:

1. [International Recruitment/Liaison]

Percentage of time: [50%]

- A. Recruits qualified applicants to the University at the undergraduate level, from various international markets using various vehicles such as in-person and virtual events, school visits, presentations, one-on-one meetings, emails, and social media.
The International Recruitment Officer is responsible for conveying full, up-to-date, accurate information about the University, its programs, and admission criteria in order to actively promote and market those programs.
- B. Advises and counsels prospective international students on the Canadian educational system(s), York University programs, admissions criteria, and general advanced standing issues.
- C. Organizes, implements and conducts varied on - and off- campus informational/promotional sessions for prospective international applicants.
- D. Travels extensively with a focus on international global travel to deliver printed and oral information about the University to prospective international students and their families.
- E. Serves in a general public relations role as a representative of York University with the broader public, other educational institutions, professional associations, the corporate and public sectors, governmental organizations such as consulates and embassies, etc.]

Contacts: [Deans' offices, departmental/divisional offices, faculty, student program offices, Registrar's Office, advising offices , Housing, Student Financial Services various international student clubs, YUELI, York International, Alumni Affairs, Centre for Human Rights, prospective applicants (international students and Canadian secondary schools with a high proportion of international students), guidance counsellors, parents, alumni, professional associations, embassies & consulates, government agencies, Ontario University Application Centre (OUAC), other universities, colleges, non-profit agencies, etc.]

Reason for Contact: To discuss and develop recruitment objectives, review activities/programs, clarify/resolve issues relating to student academic services, counsel, discuss and develop such services in the University's recruitment objectives. Information sharing, recruitment of international students, etc.]

2. [International Marketing]

Percentage of time: 10%

- A. Supports international recruitment communication strategy with co-ordination of informational and promotional marketing publications (print and electronic formats) and other related vehicles for direct mail campaigns, email campaigns using Customer Relationship Management (CRM), virtual activities (online "chat groups," student appointment, etc.), presentations, etc. that target prospective international students and key influencers (e.g., guidance counsellors, teachers, parents, etc.). Includes assisting with, writing of electronic invitations, suggestions for content in print and on the Web, conducting research, etc.
- B. Investigates other modes of delivering the York message to international prospective applicants (e.g., suggests venues for advertisements and analyzes effectiveness of same).]

Contacts: Deans' offices, departmental/divisional offices, faculty, student program offices, YELT, Registrar's Office, advising centres, Housing, Student Financial Services various international student clubs, YUELI, York International, Alumni Affairs, Centre for Human Rights, prospective applicants (international students and Canadian secondary schools with a high proportion of international students), guidance counsellors, parents, alumni, professional associations, embassies & consulates, government agencies, OUAC, other universities, colleges, non-profit agencies, etc.]

Reason for Contact: To discuss and develop recruitment objectives, review activities/programs, clarify/resolve issues relating to student academic services, discuss and develop such services in the University's recruitment objectives. Information sharing and recruitment of international students, etc.]

3. [International Outreach]

Percentage of time: 10%

- A. Plans and strategically targets visits international and within Canada (international students attending Canadian institutions) to maximize York's intake of international students.
- B. Investigates invitations to attend international education fairs and recommends York's participation as appropriate.
- C. Supports Agent recruitment efforts by updating agents with new materials and content for presentations. Acts as an interface with the department of Admissions while traveling abroad in country by supporting fairs or secondary school visits e.g., receives documents and provides email support.
- D. In consultation with the Assistant Director, Student Recruitment, assists with the building of an effective international alumni recruitment strategy for the purposes of international student recruitment; assists with developing links, establishing contacts (e.g., assists with defining chapter activities provides support for applicant send-off events. Meets with alumni branches, clubs, and chapters to inform, mobilize, and train them to deal effectively with prospective and committed students).

- E. Investigates and researches faculty members, current students, alumni, and community links to the international arena for the purposes of international recruitment (e.g., organizes prospective applicant information sessions on behalf of York professors conducting activities in another country).
- F. Identifies and targets key contacts/organizations in the international arena to facilitate York's recruitment initiatives, conversion strategies, and applicant follow-up.]

Contacts: [Deans' offices, departmental/divisional offices, faculty, student program offices, YELT, Registrar's Office, advising centres, Housing, Student Financial Services various international student clubs, YUELI, York International, Alumni Affairs, Centre for Human Rights, prospective applicants (international students and Canadian secondary schools with a high proportion of international students), guidance counsellors, parents, alumni, professional associations, embassies & consulates, government agencies, OUAC, other universities, colleges, non-profit agencies, etc.]

Reason for Contact: [To discuss and develop recruitment objectives, review activities/programs, clarify/resolve issues relating to student academic services, discuss and develop such services in the University's recruitment objectives. Information sharing and recruitment of international students, etc.]

4. Undergraduate Assessment

Percentage of time: [10%

- A. Assesses applicant files ensuring accuracy and completeness of record, determines admissibility based on pre-established policies and procedures for York university admissions (e.g., language proficiency; academic record) and escalates files where further review is required (i.e., forged, and suspicious documents, extenuating circumstances). May make discretionary recommendations when circumstances do not fall within established guidelines with a rationale for further review and pending confirmation of acceptability by the Credential Analyst or Assistant Director, Assessment. Ensures relevant information is coded on SIS.
- B. Promote and advises on scholarship eligibility criteria in accordance with established University guidelines and codes applicant record accordingly.]

Contacts: [Applicants, students, parents, alumni, internal York Offices, co-workers, staff, guidance counsellors from out of province etc.]

Reason for Contact: [Assessing for admission, advising, recruitment events, answering enquiries, etc.]

5. International Market Development and Analysis

Percentage of time: 10%

- A. Conducts research and remains abreast of major trends, issues, and developments (i.e., demographic, economic, political, etc.) affecting the University's applicant market internationally.
- B. Prepares statistical and analytical reports assessing the University's record in given sectors and identifies new markets.
- C. Maintains an ongoing awareness of available material pertaining to past and present accreditation standards for both Canadian and foreign secondary and post-secondary institutions (e.g., grading systems, credit practices, etc.)

- D. Assists with the development and maintenance of an overseas comprehensive database of international organizations, embassies, educational agencies, schools, etc. and responds to enquiries received in York's international email accounts.
- E. Assists with the development of measures to effectively evaluate various recruitment strategies.
- F. Conducts market and academic research on various countries to ensure viability of recruitment strategy. Shares research with colleagues in recruitment and assessment to ensure that decisions are made with the most recent market and academic information available.
- G. Tracks and keeps abreast of competitors' activities.
- H. Researches and implements effective conversion activities in conjunction with the Assistant Director, Student Recruitment, for the international student market.

Contacts: Applicants, students, parents, alumni, internal York Offices, co-workers, staff, guidance counsellors from out of province etc.

Reason for Contact: Assessing for admission, advising, recruitment events, answering enquiries, etc.

6. Contacts and Networks

Percentage of time: 5%

- A. Develops contacts and networks for the purpose of strengthening the ongoing presence and reputation of the University and to encourage applications to the University.
- B. Develops a wide range of contacts within the University community e.g., faculty offices, departments, faculty members, administrative areas, etc., to sustain both a broad information base about the University and to be able to draw on such resources as part of recruitment-related activity.

Contacts: Applicants, students, parents, alumni, internal York Offices, co-workers, staff, guidance counsellors from out of province, etc.

Reason for Contact: Assessing for admission, advising, recruitment events, answering enquiries, etc.

7. Other related duties as assigned

Percentage of time: 5%

III. COMMUNICATIONS:

English

- Basic reading skills (e.g., scanning text, reading forms, etc.)
- Basic writing skills (e.g., writing brief notes, completing forms, etc.)
- Basic speaking skills (e.g., asking & answering simple or repetitive questions, etc.)
- Comprehends written material (e.g., extracting information/details, reading reports/correspondence, etc.)
- Writes non-complex documents (e.g., composing factual information/short routine correspondence, taking minutes, etc.)
- Sustains conversation on specific topics (e.g., explains standard policies/procedures/services, etc.)
- Comprehends complex texts (e.g., reading & interpreting policy papers/research papers/technical reports, etc.)
- Composes documents (e.g., drafting reports/recommendations/research papers/summaries, etc.)
- Sustains in-depth conversation (e.g., interpreting & expressing complicated ideas, making presentations, etc.)

IV. PHYSICAL & SENSORY DEMANDS/ENVIRONMENTAL CONDITIONS:

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|---|-----|--|-----|
| <input checked="" type="checkbox"/> VDT Use | 50% | <input checked="" type="checkbox"/> Bending | 15% |
| <input checked="" type="checkbox"/> Prolonged visual attention | 35% | <input checked="" type="checkbox"/> Walking/mobility | 20% |
| <input checked="" type="checkbox"/> Prolonged audio attention | 50% | <input checked="" type="checkbox"/> Extreme temperatures | 5% |
| <input checked="" type="checkbox"/> Hand/finger dexterity | 50% | <input checked="" type="checkbox"/> Verbally abusive | 5% |
| <input checked="" type="checkbox"/> Prolonged sitting | 10% | <input checked="" type="checkbox"/> Physically threatening | 2% |
| <input checked="" type="checkbox"/> Prolonged standing | 35% | | |
| <input checked="" type="checkbox"/> Lifting and/or carrying (approx. 20-25 lbs/ kg) | 10% | | |
| <input checked="" type="checkbox"/> Other | 15% | | |
- Travel abroad and travelling by car

V. RESPONSIBILITY FOR OTHERS:

Does this job have responsibility for others?

Yes

Casuals

Gives direction or instructions

#3-4

includes the oversight of volunteers equal to 1-2 full time equivalents for specific onetime events on campus

VI. QUALIFICATIONS:

Minimum level of formal education required:

[University degree required. Liberal arts education preferred or an equivalent of 4 years recent experience (defined as within the last five years) working at York University and performing the same or similar tasks. This education equivalency is in addition to the experiential requirements outlined below.]

Minimum number of years and type of relevant work experience required:

[2 years' recent related experience (e.g., educational liaison in an academic environment, making effective presentations and/or public speaking, attending fairs/events, program/project administration, etc.), advising/counselling, and answering detailed/complex enquiries in a student service area preferred. International travel experience required.]

Skill(s) required:

- Knowledge of secondary schools' liaison (student recruitment)
- Knowledge of Ontario university system admissions criteria, university programs, and strong familiarity with Canadian and international educational systems
- Advising/counselling skills
- Analytical and problem-solving skills, for identifying trends in markets, generating ideas and innovative solutions
- Working effectively in a team environment
- Effective relationship building
- Excellent interpersonal skills including tact and diplomacy
- Knowledge and sensitivity to cultural issues and public relations skills
- Excellent written and oral communication skills to make effective presentations and respond to detailed/complex enquiries
- Exercising good judgement, initiative, and creative problem-solving skills
- Excellent organizational skills including ability to work independently, meet deadlines, coordinate a number of projects/programs simultaneously in response to changing/conflicting priorities
- Working effectively under pressure of high volume
- Maintaining confidentiality
- Intermediate skills with MS Word, Excel, and Powerpoint
- Introductory MS Access with the ability to run queries from an established database
- Adept at learning new technology programs and adapting to change
- Social media skills
- Lifting and bending, carrying boxes with a weight of 20-25 pounds.
- Valid passport
- Valid "G" driver's license with proven good driving record (abstract required)
- Access to a reliable vehicle required

Demonstrated commitment to the values of the Division of Students: Collaboration, Care, Accountability, Respect, Innovation, Inclusion and Excellence.]

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Please note: This position requires the successful candidate maintain a valid Driver's License and a produce a satisfactory Driver's Abstract. The successful candidate would have to provide proof of a valid Driver's License and a satisfactory Driver's Abstract upon being hired.

Please note: This position requires the candidate to produce a verification of degree(s), credentials(s), or equivalencies from accredited institutions and/or international equivalents at the time of interview.

VII. JOB SPECIFICATIONS:

Required to travel extensively and to work flexible hours. Travel requirement between four (4) to ten (10) weeks on average a year. Typically for a duration of two (2) weeks per trip but may be longer.

Hours of work: [

A. During periods of international and domestic travel: Workdays and hours of work will be adjusted to accommodate flight and other travel times to allow for appropriate rest periods upon arrival at the destination and return home, as appropriate to the length of travel and the distance of the destination(s) from Toronto. Days and hours of work at the destination(s) may be adjusted to accommodate local recruitment meetings and events, and other responsibilities as related to the job duties and responsibilities. International and domestic itineraries including travel times, meetings etc. will be confirmed as far in advance as practicable, but no later than six (6) business days prior to departure.

B. Attendance at events in the Greater Toronto Area (GTA) and in Ontario: Workdays/hours of work may be altered to accommodate attendance at recruitment and other events related to the responsibilities of the position on evenings and weekends. Event schedules in the GTA and Ontario will be confirmed as far in advance as practicable.

C. During periods of time when the incumbent is not required to travel and no events are scheduled which require the attendance of the incumbent, the days and hours of work will be normally Monday to Friday, 8:30am to 4:30 pm

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Summer: [As above and per the Collective Agreement.]

Please use one (1) of the following approved overtime wording if applicable:

Requests to work overtime may occur during peak periods

What are the peak periods for this position? [September–early December, February-May]

Is there any change of hours during peak periods? Yes

Hours during peak periods: [Flexible hours of work required (flex time) and extended time away from home. Travel internationally primarily but not limited to North America, South America, Caribbean, Europe, Asia, Middle East, Africa and domestically within Canada.]

Is there any time during which vacation is restricted?

Yes

Define the restriction: [September–November, February-April]