

SAINT MARY'S UNIVERSITY

Position Description

TITLE: International Recruitment Specialist (contract)

Dept and/or Faculty	Student Recruitment
Position Number:	103054
Salary Scale:	Contract

Summary of Duties

Under the direction of the Director of Student Recruitment, the International Recruitment Specialist is responsible for developing, and implementing an ongoing operational strategy for ensuring that the goals and objectives of Saint Mary's International Recruitment initiative are met. The Specialist will work closely with seconded recruitment personnel from Admissions, International Activities and the TESL Centre; will assist domestic recruitment personnel with visits, career fairs and campus tours as needed; will act as a liaison between academic and non-academic departments and offices providing information on educational systems and recruitment; development of recruitment opportunities and business partnerships; maintaining existing relationships between the university and international and national institutions, embassies and agents; and overall promotion of the university on an international level.

Duties as the International Recruitment Specialist include, but are not limited to:

- Represents Saint Mary's in visits and career fairs to selected schools and at public functions in Canada and abroad, ensuring that prospective students, parents, teachers and counselors and others are provided with accurate, timely information about study in Canada and the features and benefits of attending Saint Mary's.
- Assists domestic recruitment personnel with visits, career fairs and campus tours as needed.
- Designs the University booth and other assorted promotional materials to be used for recruiting purposes at various functions.
- Develops an International Marketing and Contact Management Plan in consultation with the Director. Prepares reports on international student recruitment activities.
- Briefs and debriefs faculty members and other university representatives who undertake student recruitment activities.
- Liaises with government and education officials in Canada and abroad, including Canadian Education Centers (CEC) and Canadian consulates and embassies; working collaboratively with other Atlantic and Canadian Universities in efforts to brand Canada and attract top students.
- Develops systems to ensure that inquiries from prospective students are answered in a timely, personalized manner incorporating customer relationship management techniques (CRM).
- Ensures that inquiries from prospective students are answered in a timely, personalized manner.
- In consultation with the Director, identifies and recommends agents in new countries. Supports those selected (TESL & Academic) interpreting the University's rules, regulations and procedures.
- Prepares promotional materials for international student recruitment, both print and web-based, including flyers, newsletters, posters, brochures, e-mail templates responses and application guides and forms; supporting the work of Student Recruitment, and External Affairs in developing materials for the University's broader recruitment endeavors.
- Determines the optimum communications strategy, assessing the messages, amounts, type and quality of the communications program.
- Advises various University departments involved with international students, on matters related to international student recruitment (admission, registration, etc.).
- Gives presentations and workshops to introduce the University to potential international clients.
- Facilitates campus visits for dignitaries, potential recruits and conducts campus tours.
- Selects, hires, trains and supervises staff, as required.
- Supervises the workload of students, consultants, alumni and interns as required.
- Prepares and monitors the international marketing budget for submission and ongoing reporting to the Director.
- Monitors and approves commission payments to agencies.

- Represents the University on committees as required.
- Conducts market research to identify potential countries and educational institutions and makes recommendations to the Director.
- Identifies potential websites and links to situate SMU profile in appropriate locations for target audiences.
- Keeps current on recruitment best practices.
- Utilizes student information systems for tracking and analysis.
- Keeps current on relevant technologies and their applications.
- Performs other related duties as assigned

Qualifications Required

- Minimum of a 4 year undergraduate degree. Graduate Degree preferred.
- Minimum 5 years related experience, including 2 years international experience preferably in the education/marketing sector, and 2-3 years in an academic or professional environment
- Knowledge of a second language would be an asset
- Knowledge of current policies and the ability to administer them
- An ability to work with diverse groups in a cross cultural environment
- Knowledge of recruitment practices and familiarity with recruitment technology
- Strong organizational and team building skills
- Must have strong oral and written communication skills
- Strong computer skills
- Working knowledge of how a university operates
- A willingness to travel extensively