

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	International Recruitment Manager
DEPARTMENT:	Registrar's Office
SALARY LEVEL:	SL 5
EMPLOYMENT DEFINITION:	Full-time Administration
SUPERVISOR:	Associate Registrar, Recruitment
DATE POSITION CREATED:	August 2, 2024

SUMMARY OF FUNCTIONS:

The International Recruitment Manager leads the strategy, design, development, execution and evaluation of the international recruitment plan to achieve institutional and faculty goals for international student recruitment. This position is integral for the university to meet its budgetary needs through international new student recruitment and will be measured against institutional key performance indicators.

The role leads the international recruitment team and develops and implements short and long-term plans to meet enrolment targets, employing data-driven decision-making, and building and managing a diverse team. The Manager provides strategic and operational leadership in the development, planning and implementation of various tactics – outreach, digital initiatives, relationship management, program development to ensure the strategic management of international enrolment within the University, as well as the position of the University in target markets. The role works closely with partners on campus and in various markets to identify opportunities for collaboration, optimization and to meet recruitment and enrolment targets.

DUTIES AND RESPONSIBILITIES:

International Recruitment & Management:

45%

- Responsible for meeting and/or exceeding the Nipissing University established goals and objectives for recruitment of international students by working in collaboration with various stakeholders to develop and administer a comprehensive strategy for international student recruitment and admission. This includes international and domestic outreach initiatives that generate inquiries and applications for various Nipissing University programs in line with the goals set forth by Nipissing University.
- Lead a team of international recruitment and support specialists in achieving the goals set forth by Nipissing University
- Collaborate with various stakeholders to enhance the university's global presence and attract high-quality international students
- Maintain thorough knowledge of Nipissing University programs, admission procedures, facilities, student services and unique selling points
- Contribute to the development and updating of international recruitment materials
- Deliver information sessions abroad to various audiences including perspective students, parents, supporters and agents. Sessions may involve individual conversations with students and their parents and/or presentations to groups of up to 200 participants
- Utilize data-driven evaluation modeling to develop short and long-term outreach and recruitment plans to support the recruitment and enrolment goals of Nipissing University

- Manage lead tracking through the recruitment funnel and provide updates & reports to various internal stakeholders
- Analyze and remain current with developing trends in international recruitment
- Develop international recruitment proposals that continue to grow our current markets and expand into new markets
- Understand the factors that impact student mobility, political, visa requirements, economic, social and environmental factors
- Support the academic success and personal well-being of international students by working with various teams at NU that can assist the students in effectively utilizing the resources of the University and providing leadership for the content and administration of the international student resources and support
- Manage and oversee the international recruitment budget
- Responsible for maximizing operational efficiencies through appropriate scheduling and planning
- Ensure careful coordination of the logistics of international travel, including risk management
- Utilize external legal counsel for immigration matters when appropriate
- Support Nipissing University by representing the division on committees that address international enrollment and global engagement initiatives and assisting in the development of enrollment goals for international students
- Facilitate a work environment that encourages knowledge of, respect for, and development of skills to engage with those of other cultures or backgrounds
- Remain competent and current through self-directed professional reading, developing professional contacts with colleagues, attending professional development courses, and attending training and/or course
- Resolve concerns or issues brought forward by employees
- Participate in the hiring of new employees within the department
- Provide training and oversee the orientation of new employees
- Participate in the Annual Performance and Development Process

Evaluation of Applications for Admission

20%

- Provide overall leadership, management and administration for international admissions and mobility.
- Ensure that the established metrics for assessing and making decisions for international student applications are maintained and continuously evaluate and respond to market factors to ensure that the University remains competitive in the regions prioritized by the University
- Assess admission trends for specific area markets
- Advise prospective students and agents on the university application process, admission requirements and provide guidance as required
- Evaluate international applications academic credentials and eligibility for admission
- Manage, update and maintain accurate admission data
- Create and update all communication associated with admissions, such as offer letters, emails, deferral letters, etc.
- Prepare and provide admission training to staff
- Provide guidance to all applicants, including next steps and/or alternate options when necessary
- Identify and implement opportunities for improvement in international admission policies and processes

International Partner Relationships

35%

- Oversee and monitor international recruitment agents to ensure they effectively represent Nipissing, adhere to ethical standards, and meet recruitment targets
- Explore and recommend potential opportunities with international agents and markets

- Serve as Nipissing's representative for international partners, agents and government agencies (i.e. High Commission)
- Monitor and evaluate agent performance and develop strategies to increase recruitment level of less active agents and partners
- Build Nipissing University's presence and reputation abroad
- In consultation with the Finance Department develop, implement and evaluate financial policies and procedures for each partner relationship, including commission fee, travel costs and payments.

Any other duties as assigned.

QUALIFICATIONS:

Education: University Undergraduate degree, preferably from Nipissing University.

Training and/or experience may be substituted for formal academic training at the discretion of the University.

Training, Experience, Knowledge & Skills Required:

- Two to three years of experience in the recruitment and admission of international students
- Excellent knowledge of international education systems, schools and international secondary school curricula is required
- Working knowledge of Immigration, Refugees and Citizenship Canada (IRCC) policies and practices pertaining to International Students
- Excellent knowledge of recruitment practices, platforms, and constitution relationship management to support international recruitment and marketing
- Knowledge of recruitment and admission procedures and policies in international higher education
- Strong oral and written communication skills
- Polished presentation and technical/multimedia skills
- Management skills in the selection and supervision of employees and budgeting
- Strong interpersonal skills
- Ability to think both creatively and strategically
- Ability to deal courteously with tact and diplomacy and portray a positive and professional image
- Ability to adapt to changing environments and remain flexible to change
- A record of inclusive conduct and evidence of multicultural skills in the workplace
- Familiarity with languages other than English is desirable
- The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds
- Values diversity and strong cross-cultural awareness
- Excellent interpersonal and communication skills including public speaking, and writing reports and proposals
- Ability to maintain confidentiality
- Must have a valid passport for overseas travel

RELATIONSHIPS/CONTACTS:

Supervised by: Associate Registrar, Recruitment

Supervises:

- International Mobility Coordinator
- International Recruitment & Admissions Coordinator

Internal Contacts: Students, staff, faculty

External Contacts:

- Prospective students, families & supporters
- Global institutional partners and agents
- Various government, Trade Commissioners & Embassies
- International Educators Professional Associations, including credential evaluation services

MATERIALS UTILIZED:

- Standard office equipment
- Nipissing recruitment material
- Computer, cellphone, photocopier,
- Software: MS Office, Customer Relationship Management System, Ellucian (Colleague), OUAC & OCAS application portals

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:

- Standing, sitting, walking and light lifting
- Several conflicting deadlines
- Flexible work schedule, with regular evenings and weekend hours to accommodate the needs of prospective students and agents overseas
- Extensive travel abroad multiple times through the year to recruitment fairs, agent seminars and global partners visits for extended periods of time (2 – 4 weeks) with minimal days off
- Must be able to work remotely and in different time zones
- Ability to travel extensively internationally which includes having required inoculations and a valid passport
- Must have a G level (or equivalent) driver’s license
- Must have a current criminal record check/vulnerable sector check (i.e. not have been convicted of a criminal offence for which a pardon has not been granted)
- Heavier lifting is required occasionally
- Frequent interruptions
- Private office

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Employee Signature

Date

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Approvals

Supervisor

Date

Human Resources

Date

Date

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