

MOUNT ALLISON UNIVERSITY

Position Posting

Position Title: Admissions Counsellor – Student Information Systems	Position # 2191
Department: Student Affairs– Admissions & Recruitment	Classification: MASA Level 9
Supervisor’s Title: Director of Recruitment, Admissions & Awards	Posting Date: November 12, 2020
Position Summary: Reporting to the Director of Recruitment, Admissions and Awards (DRAA), the Admissions Counsellor - Student Information Systems (AC-SIS) works as an integral part of a team in connecting the University to prospective students, parents, guidance counsellors, and others for the purpose of assisting the University to reach annual enrolment goals. This position acts as liaison to ensure development of annual communication plans and is responsible for the effective use of customer relation management (CRM) software tools (Ellucian Recruit, SalesForce) that support recruitment and admission strategies. This position also counsels students and their parents on the university application process, assesses applications for admission and makes scholarship recommendations. The AC-SIS works closely with the Student System Analyst and Computing Services Department (CSD), and other Admission Counsellors and team members to continuously improve the University’s efficiency in enrolment processes. **Please refer to section B for the required Qualifications, Education and Skills.	
Hours of Work: This is a full-time continuing position.	
Mount Allison Staff Association: This position is in the bargaining unit represented by the Mount Allison Staff Association.	
Who May Apply: Any person may apply. However, if qualifications, skills and abilities are equal, preference will be given first to members of the bargaining unit.	
Date of Closure: Applications should be received by the Human Resources department on or before November 20, 2020. Please forward resumes with a cover letter to hr@mta.ca .	

Position Description

A. Position Responsibilities

Core Responsibilities

- Understand all aspects of Recruit software, including its capabilities, modules, and integration with Colleague for supporting systems aspects of all recruitment and admission procedures;
- Identify continuous improvement opportunities for recruitment and communication tools (Recruit) within university systems, which includes maintaining and updating core communication pieces (workflows, admission offer letters and official e-mail communications), maintaining accurate logic

for personalized communication, and liaising with various departments to maintain accurate communication content;

- Under the supervision of DRAA; and in collaboration with the Student Systems Analyst, develop, implement and provide procedure documentation for Recruit business processes, workflows, reports and communication campaigns;
- In consultation with Ellucian and CSD, develop business processes to introduce efficiencies into the CRM to assist with enrolment goals;
- Analyze and advise on Recruit – Colleague integration and smooth flow of admission data to relevant systems within the university, which includes responsibility for lead imports, cleaning files of student data, performing manual checks, importing them into Recruit, and communicating with them to encourage movement throughout the prospect funnel
- Advise on developing communication and/or marketing tools and materials that will fit into strategic recruitment plans;
- Create synergy between Social Media, Communication and Event modules to execute an effective communication plan. Report on agreed upon KPIs.

Admissions

- In consultation with DRAA, develop admission guidelines, policies, and procedure documentation; develop admission process and system work flows from point of prospecting to registration;
- Counsel prospective students and their parents or guardians on the university application and admission process and how to navigate the recruitment/admission system;
- Coordinate and participate in processing applications and scholarship recommendations to ensure consistency and efficiency;
- Responsible for updating and maintaining accurate data for admissions decisions;
- Identify opportunities for improvement in admissions processes and data management;
- Troubleshoot around recruitment & admission systems, which includes running reports and fixing errors to maintain data integrity, and problem-solving to minimize system and human errors;
- Research and introduce best practices around recruitment and admission related processes;
- Train and assist other team members on all Recruit related systems

Marketing and Communications

- Develop recruitment messaging from marketing and communications perspective with respect to correspondence (Recruit/Colleague) with prospective students, parents, and guidance counselors, agents and other influencers, which includes coordinating the summer communications campaigns aimed at maintaining student engagement and maintaining or enhancing final enrolment numbers;
- Liaise with Marketing and Communications office, AC-Prospect Management, Student System Analyst and Computing Services in the development and implementation of a Communication plan pertaining to recruitment and admission efforts through automated systems. Includes, in consultation with DRAA and Director of Marketing & Communication's Office,
 - coordinating and advising on marketing and communication materials (print, brochures, web sites)
 - maintaining accurate records of marketing material requests and ordered amounts, as well as collaborating on advertising campaigns, and
 - updating and maintaining accurate content on all Admissions web pages and providing support and direction to Marketing and Communications Office on web content development and maintenance;
- Participate in on and off campus recruitment initiatives when needed.

Perform other duties as assigned

B. Qualifications

- A university degree (preferably from Mount Allison) with concentration in Computer Science and/or Marketing or combination thereof (asset)
- At least three years of experience in marketing/communication and customer relationship management (CRM) systems
- At least one year of experience in university admissions, or other related experience
- Exceptional written and verbal communication skills, including public speaking, with the ability to communicate effectively and tactfully with students, faculty, staff, and the public

- Excellent interpersonal skills with strong intercultural sensitivity and cross-cultural communication skills, with a commitment to a student-centred ethic
- Strong leadership and teamwork skills in a work environment that requires proactive and creative approaches to problem solving
- Demonstrated ability to exercise judgement and work independently with minimal supervision
- Proficiency in Student Information Systems (preferably Ellucian/Recruit/Colleague), Microsoft Office, Word, E-mail, presentation software, web site design and social media marketing including relevant knowledge of marketing to youth cohorts, and a familiarity with databases
- Excellent organizational skills and the ability to multi-task in a busy, often hectic environment
- Experience in project management to manage multiple projects to meet deadlines and changing priorities
- A meticulous eye for detail and design, and the ability to proofread accurately are essential
- Ability and willingness to work flexible hours
- A valid driver's license and ability to travel as required
- Knowledge of University student recruitment and admissions procedures, as well as the ability to communicate in both official languages would be a definite asset