



## OUTCOME-FOCUSED ROLE DESCRIPTION

(Professional and Managerial Roles)

(See Appendix for Completed Example and Tips on Using this Format)

<b>Role Title: Recruitment Coordinator, English Language Centre (ELC)</b>	<b>Incumbent: Vacant</b>
<b>Department: Faculty of Education</b>	<b>Unit/Department Leader(s): Matt Bazely</b>
<b>Date of Role Description Composition/Review: November 14, 2012</b>	

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**Date Received in Human Resources for Evaluation** \_\_\_\_\_

## **Role Title: Director, Language Bridging Centre**

All roles at Western are governed by the expectations expressed in the “Values, Behaviours, Accountabilities” document found on the HR Website. It is expected that all employees become familiar with this document and contribute to a high-achieving, collaborative, respectful, and safe workplace culture. See Appendix A

### **1. Unit’s Mission and Goals**

The unit’s **mission** is...

The Faculty of Education prepares knowledgeable, critical, creative and courageous educators; the faculty champions through teaching, research and service, just and equitable opportunities for individuals and communities;

The **key goals** of the unit are...

The English Language Centre (ELC) provides 8-month programs, within the faculty, for students who have not yet begun their undergraduate or graduate studies at Western. The centre recruits students from international markets. These individuals are academically qualified for the programs at Western, but require support to gain fluency in their use of the English language. The centre is a key contributor to Western’s internationalization initiatives, strengthening capable international students so that they can succeed at Western and providing those students with the academic experience they can expect at Western and in the City of London. The students each pay tuition of approximately \$20,000 per year plus the cost of Housing. They are housed in the Western residence system during their stay. There is both in-class and residence life programming for the students.

### **2. Purpose of the Role: Major Outcomes and Objectives Expected** (see Appendix for tips on writing outcomes and objectives)

(Brief summary; 2 or 3 sentences. What are the overall outcomes of the role; how does this role contribute to the unit’s mission?). Working independently and under the general direction of the Administrative Director, the Recruitment Officer develops and executes plans for the recruitment of international students to the ELC. He/she researches international recruitment opportunities, and visits locations around the world in order to execute presentations and develop relationships with targeted schools and students. The initial focus for this role will be on the China market with expected growth to include other countries. The Recruitment Coordinator is also responsible for the creation and preparation of marketing and communication materials for the Centre.

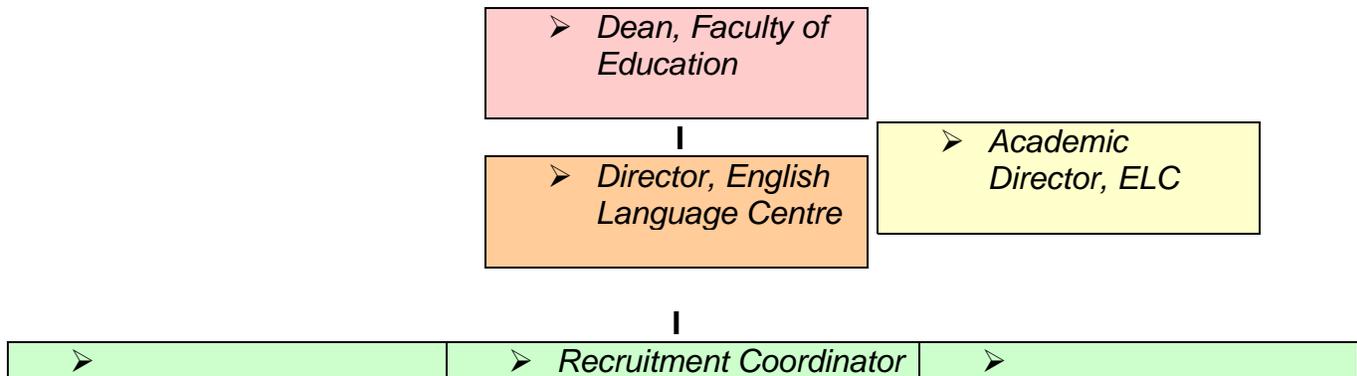
(Major Objectives of the role: what key results must the role deliver--what will be in place or different as a result of this role’s use of energy, time, money, materials, information? Name things, not actions)

- under the direction of the Administrative Director, recruit highly qualified students to the ELC program
- Recruitment activities, international conferences and student fairs
- Ongoing relationships with targeted schools, applicants and parents in international markets;
- Marketing materials, communications and marketing initiatives and plans for the ELC; promotional and information materials for the ELC
- Student applications and enrolments, including statistics and reports for budgeting and planning purposes
- Market intelligence for research, budgeting and planning purposes
- Logistics for recruitment events and presentations

### 3. The Role's Relationship Network

#### Organizational Chart

Insert the relevant section of the unit's Organizational Chart to show the relationship of accountability. Bullets allow for multiple people to be inserted into each layer. Unused layers can be disregarded.



**a) Role Provides Service To:** (Leaders, include your staff as your service recipients as well. Staff, include your leader as well as co-workers inside and outside your unit, whose work depends on yours. Name only those people within and outside the University who directly use your services or directly benefit from your work.)

	Service Recipients	Frequency of Service	Number of Recipients	Services and Outcomes: What These People Receive from this Role
1.	Administrative Director			<ul style="list-style-type: none"> <li>➤ Recommendations for global student recruitment initiatives; market intelligence; data, statistics and reports for budget and planning purposes; logistics for events, presentations and recruitment; recommendations for marketing and communications initiatives</li> </ul>
2.	Students	Daily	60-180	<ul style="list-style-type: none"> <li>➤ Dissemination of marketing and communications materials for international prospects, applicants and admitted students; detailed program information; pre-admission counseling; assistance with application process, enrolment assistance; orientation assistance</li> <li>➤ student satisfaction interviews</li> </ul>
3.	International schools, colleges and universities		?	<ul style="list-style-type: none"> <li>➤ Dissemination of program information through various events internationally and locally through public presentations as well as in response to individual inquiries;</li> </ul>
4.	Parents		100	<ul style="list-style-type: none"> <li>➤ Dissemination of program information through various events internationally and locally through public presentations as well as in response to individual inquiries</li> </ul>

**b) Role Collaborates Regularly With:** *(identify those you work with regularly on shared projects or services)*

	<b>These Roles</b>	<b>Frequency of Collaboration (Daily/Weekly/Monthly)</b>	<b>Number of Collaborators</b>	<b>Nature of Collaboration</b>
1.	Administrative Director	Daily	1	➤ Analysis of international recruitment opportunities, preparation for recruitment activities, participation in recruitment fairs; preparation of marketing and communications materials
2.	Western International and Communications	As required	2 units	➤ Coordination of marketing branding, target international markets,
3.	Office of the Registrar	Monthly		➤ Application and enrollment, tuition accounts, student financial aid; visa issues
4.	Housing	Monthly		➤ Enrollment in housing, diet, residence life issues

#### 4. The Work: Key Duties and What is Done to Achieve the Objectives

*A role involves a series of work processes. A work process is a series of steps that transform information, actions, or materials into results. By using energy, skills, and knowledge, a worker adds value to the information or materials s/he deals with.*

**Key Duties:** *(provide a high-level summary of the nature of the work performed by this role. Start with the top priority and most challenging duties for which the role is accountable. Focus on major steps in the work processes, naming kinds of work, not micro-tasks) See Appendix for examples.*

- under close direction of the Administrative Director, develops and executes plans for recruitment of international students, including identifying and targeting various international schools and developing relationships with international agencies;
- Recruits the most qualified students to the ELC through international travel to targeted schools;
- Prepares and executes recruitment presentations locally and internationally;
- Assists the Director with developing, implementing and monitoring the success of communications and marketing initiatives and plans for the ELC;
- Produces marketing and communications material (electronic/print) for international prospects, applicants, admitted students and educational institutions;
- Acts as the primary contact for applicants who will be participating in the ELC, providing detailed information on program inquiries, the application process based on in-depth knowledge of the program;
- Applies and interprets policies related to the ELC;
- Maintains student/school records through the database;
- Compiles data and creates statistics for the ELC;
- Generates reports on application and enrolment statistics;
- Makes travel arrangements for recruitment activities; prepares preparatory materials
- Researches and provides information to students, the Administrative Director and other program staff regarding complex University policies and procedures (e.g., financial closings, student visas, health insurance);
- Performs essential duties in the office in the absence of the Administrative Director
- Assists students during their enrolment in the program;

- Assists with special projects and performs other duties as assigned.

## 5. Scope of Autonomy and Authority for Decisions

### a) Collaborative Decisions: *(role works with others to reach shared agreement on choices or actions)*

- Marketing material, with Administrative Director and Communication and Public Affairs
- Identifying international markets for recruitment, with Western International
- Non-academic program schedule, with Housing
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### b) Independent Decisions: *(role makes choices, decides on actions autonomously)*

- Development of communications materials for international recruitment,
- Development and execution of international recruitment presentations
- Marketing materials design and changes
- Communication plans, education sessions and information for students to enhance their experience
- Program feedback collection and reporting

### c) Pre-established Guidelines for Performance that specify certain decisions or actions: *(Do not name standard University policies or Employee Group policies. Name any legislation or formal professional requirements that specify the way the role must perform certain tasks or make certain decisions.)*

- Western branding guidelines
- Canadian Immigration and Customs statute for students

## 6. Requirements to Perform Successfully in this Role

### Professional Qualifications and Education:

**Required:** *University degree in related field (Business, Education, Communications)*

**Preferred:** *Master's degree*

### Required Experience:

- At least one years experience in marketing and/or communications, preferably in a university setting
- Experience working with a culturally diverse client base.

### Specialized Knowledge the role must apply to achieve the outcomes: *(What key knowledge is applied in daily work? (See completed Sample Role Description, Appendix.)*

- Bi-lingual (English and Mandarin)
- Knowledge of University admissions policies and practices.
- Knowledge of target international markets for higher education students.
- rudimentary knowledge of Canadian study visa requirements

### Required Skills: *(What skills are involved in performing the role successfully? What "know how" is required?)*

- Proficient in Microsoft Office, Peoplesoft, Adobe Suite (other programs?)
- Excellent written and communication skills
- Strong public speaking skills
- Demonstrated interest and ability in working with International students
- Strong interpersonal skills
- Ability to work independently and as a team member
- Strong customer service skills

- Skilled at providing customer service excellence

**Required Attributes:** (*What does it take, in terms of personal qualities, to perform successfully? See completed Sample Role Description, Appendix*)

- An understanding of cultural diversity
- Must be available for international travel
- must be able to identify new opportunities within the market place
- must be able to understand and report on market trends
- must be able to develop strong rapport and work collaboratively with school counselors, education agents and a variety of departments at Western
- needs to be flexible in carrying out duties in order to take advantage of opportunities while recruiting in foreign markets

**Support for Performance:** (*What supports are required to perform this role successfully? e.g. Who provides the role with clear expectations? What information, materials, equipment, space, feedback, and development opportunities are important for success? Add specifics pertinent to this role. A wise candidate for a role will assess these supports when deciding on an offer of employment.*)

- Performance feedback from the Administrative Director
- Year end formal reviews
- Regular feedback from team members and colleagues
- Metrics for recruitment

## 7. Working Conditions (Checklist and Additional Notes)

**Physical Effort:** (*Check items that are a regular part of performing the role.*)

- Computer workstation

**Physical Environment:**

- Normal Administrative Office Environment
- Driving on behalf of employer

**Sensory Attention:**

- Prolonged periods of listening/reading/watching/observing

**Mental Stress:**

- On-call responsibilities outside of normal schedule
- Odd and irregular schedule of hours
- Requirement to travel out of town

**Additional Narrative Notes on Working Conditions:**

## AUTHORIZATION

*This role description defines:*

- an entirely new role

**Signatures required:**

**Unit leader who directly supports the role:** \_\_\_\_\_

**Budget unit head or delegate (if different from above):** \_\_\_\_\_

**Incumbent:** \_\_\_\_\_

**Date:** \_\_\_\_\_