

**NIAGARA UNIVERSITY**  
**JOB DESCRIPTION**

<b>NAME:</b>	<b>Vacant</b>
<b>DATE:</b>	<b>January 2022</b>
<b>JOB TITLE:</b>	<b>SENIOR ASSISTANT DIRECTOR OF ADMISSIONS – (CANADA)</b>
<b>FLSA STATUS:</b>	<b>EXEMPT</b>
<b>JOB CLASS:</b>	<b>REGULAR FULL TIME</b>
<b>JOB TYPE:</b>	<b>X</b>
<b>WORK LOCATION:</b>	<b>MAIN CAMPUS &amp; CANADIAN OFFICE (Vaughan)</b>
<b>TITLE OF IMMEDIATE SUPERVISOR:</b>	<b>DIRECTOR OF TRANSFER ENROLLMENT</b>
<b>DEPARTMENT:</b>	<b>ENROLLMENT MANAGEMENT</b>
<b>SECTOR:</b>	<b>ENROLLMENT MANAGEMENT</b>

**JOB SUMMARY:**

Under general supervision, the Senior Assistant Director of Admissions is responsible for the development, coordination, and execution of an undergraduate recruitment territory in Canada. The Senior Assistant will work independently, primarily servicing the Niagara and Hamilton region and other Canadian markets as directed.

**ESSENTIAL DUTIES:**

- Conduct daily interviews of prospective Canadian students, and establish regular communications with same;
- Creating relationships with Canadian high school administrators/counselors and college administrators, department heads and professors;
- Identifying and recommending strategy related to niche markets, locations, and marketing;
- Must satisfy pre-determined performance objectives, and effectively communicate proposed actions to obtain increased enrollment in assigned territory;
- Meet with prospective Canadian students and their parents and explain the advantages of a private, Catholic, Vincentian education at Niagara University;
- Counsel prospective Canadian students and families on the NU application process; and directly assist them to expedite and complete the process;

- Arrange an appropriate, timely, and cost-effective travel schedule to satisfy objectives and expectations;
- Must have outstanding communication skills, verbal and written as well as exceptional customer service skills.
- Always present a positive image of Niagara University when representing the University at external functions such as college information programs for freshman and transfers; open houses, high school presentations, transfer fairs, etc.;
- Must work effectively and collegially with co-workers, employees, and students.
- Must be thoroughly familiar with all courses, degrees, certificates, and departments at Niagara University and have full knowledge of the college admissions and financial aid processes.
- Maintain confidentiality of information (including but not limited to: student and employee personal information, student grades, etc.), both during and after their employment with the University. Any question regarding the confidentiality of material should be referred to the supervisor. Any violation shall subject the employee to disciplinary action, up to and including termination of employment.
- Perform other duties assigned.

#### **GENERAL DESCRIPTION:**

% of Time

- 75% Recruitment travel, tele-counseling, interviews, follow-up contacts, assist in the processing of student visas (I-20), attend college information programs, high school and community college visits, competitor analysis, file review, oversight of web-content, conduct Saturday appointments, host college information programs and participate in promotional events within Canada, specifically the territory outlined above.
- 25% Develop and maintain recruitment programs and assist in the recruitment and processing of Canadian and other international students.

#### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- 1) Ability to read and comprehend various forms, documentation, files, and information in the department.
- 2) Strong interpersonal and communication skills with the ability to effectively communicate and interact with parents, students, and all university personnel in a

positive and constructive manner.

- 3) Excellent care and attention to detail and ability to manage multiple tasks and meet deadlines.
- 4) Strong work ethic and unquestioned personal integrity.
- 5) Dedication, commitment, and ability to work evenings when needed to complete the admissions tasks at hand.
- 6) Strong informational technology aptitude and skills including *Microsoft Office* and Admissions-related software.
- 7) Aptitude and skill to work effectively with providing feedback while ensuring accountability for established objectives.
- 8) Ability to interpret government regulations.
- 9) Proficiency to handle various office machines including but not limited to: calculator, keyboard, computer, copy machine, and fax machine.
- 10) Ability to receive telephone calls, respond to inquiries, and effectively communicate with others.
- 11) Knowledge of the college admissions and financial aid processes.
- 12) Ability to recruit prospective students.
- 13) Ability to drive a personal or university vehicle for the purpose of university business on a regular basis.
- 14) Ability to supervise student employees.
- 15) Ability to work late hours, different shifts, and weekends as circumstances may require as well as travel out of town.
- 16) Must develop a strong knowledge of and commitment to Niagara University's mission and programs.

### **ERGONOMIC REQUIREMENTS:**

The functions of the position are usually performed sitting but may require some amount of time standing. Some amount of stooping, kneeling, bending, crouching, lifting, walking, carrying and other movements may be required. Tasks involving working on a computer keyboard, calculator, cutting, labeling, and taping involve extensive wrist and

hand movements. This position also requires the ability to travel whenever necessary. All individuals are required to be able to perform these movements without significant risk of injury to themselves or others.

### **QUALIFICATION STANDARDS**

1. Bachelor's degree in a related field from an accredited institution.
2. A minimum of one to three years (s) experience with college admissions, secondary education, or related professional experience is preferred, with proven customer service experience.
3. A valid driver's license is required that satisfies both University and insurance company underwriting rules and regulations for driving a motor vehicle. Must also be able to operate a motor vehicle in Canada.
4. The ability to perform all duties related to the position in Canada regardless of residency is required. This includes, but is not limited to, border crossing and eligibility to work in Canada if an employee decides to relocate.

<b>THE UNIVERSITY RESERVES THE RIGHT TO MODIFY, REASSIGN OR COMBINE POSITIONS AT ANY TIME WITHOUT PRIOR NOTICE.</b>
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Employee Signature

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Date

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Supervisor Signature

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Date

NEW JAN 2022