

Job Description



Job Title:	Recruitment Marketing Specialist
Department:	Dean's Office, Faculty of Environment
Reports To:	Associate Dean, Undergraduate
Jobs Reporting:	Recruitment Associate(s) (co-op), Outreach Associate(s) (co-op)
Salary Grade:	9
Effective Date:	May 1, 2026

Primary Purpose

The **Recruitment Marketing Specialist** acts as the Faculty of Environment's subject matter expert on undergraduate recruitment and outreach, and provides guidance to faculty leadership and departments. The Recruitment Marketing Specialist integrates recruitment and outreach strategy with faculty branding, admissions considerations and communications approaches to lead the Faculty's undergraduate recruitment initiatives and designs, develops and manages the delivery outreach programs for schools, educators, and community groups. The role's carries primary responsibility and accountability for designing and executing outreach, and shared responsibility (with the MUR embedded specialist) for recruitment strategy. The role requires independent judgement, management of people and budgets, collaboration and partnership-building with multiple and diverse stakeholders. The Recruitment Marketing Specialist's decisions directly affect the Faculty's reputation and ability to attract prospective students.

Key Accountabilities

General

- Exercise independent judgement to balance dual responsibilities of outreach and recruitment, including but not limited to time management of self and co-op students and budget.
- Develop and regularly revise the Faculty's outreach and recruitment strategic plans, in collaboration with MUR and faculty leadership.
- Collect and track data on outreach and recruitment activities to assess effectiveness, identify emerging opportunities, and propose adjustments to the Faculty's outreach and recruitment strategic plans.
- Develop, manage and be accountable for the Faculty's annual recruitment and outreach plan and budget, monitoring expenditures and assessing and reporting cost-effectiveness to faculty leadership.
- Operate with significant autonomy while exercising solid judgement on when to escalate issues to Faculty leadership for direction.

Recruitment

- Co-design the Faculty's undergraduate recruitment plan in collaboration with Marketing and Recruitment teams and lead faculty-specific execution thereof
- Advise Faculty leadership on recruitment strategies; train key faculty stakeholders in recruitment tactics.
- Implement recruitment tactics, including:
 - On-campus events (Open Houses, You @ Waterloo Day, faculty-specific visits)
 - Off-campus visits and events (Ontario University Fair, high school enrichment activities)
 - Development and delivery of presentations for tours and events
 - Training for staff and faculty volunteers participating in recruitment

Job Description



- Represent the Faculty on committees and advisory groups related to recruitment and admissions.
- Manage applicants and admitted student engagement (note writing, calling campaigns).
- Build and maintain relationships with faculty, staff, students, alumni, and external stakeholders.
- Hire, train, supervise and provide ongoing performance feedback approximately 60 student ambassadors, recruitment co-op students and part-time student employees.

Outreach

- Lead the Faculty's outreach efforts, ensuring all initiatives align with the strategic objectives of the Faculty of Environment.
- Liaise and collaborate with outreach teams across campus to deliver a cohesive set of initiatives aligned with the Waterloo brand.
- Act as the primary contact for department- and school-level outreach projects, offering guidance on program design, effectiveness, and alignment with broader goals.
- Maintain and organize data on audiences served, and develop shared resources such as contact lists, workshop templates, and volunteer guides.
- Manage the logistics, spaces, and partnerships required for successful outreach delivery, including exploring potential sponsorships with Advancement.
- Gather and analyze feedback from outreach activities to manage program improvements and inform strategic planning.
- Create and implement curriculum-aligned workshops and activities targeted at elementary and high school students.
- Oversee program registration, volunteer recruitment, training, and supervision, ensuring smooth operations for all initiatives.
- Develop engaging activities for classroom visits, on-campus workshops, and community-based events.
- Represent the Faculty at community events, delivering outreach content and promoting Faculty initiatives.
- Manage or co-manage departmental and Faculty-wide special events that engage school-age students or the general public.

Relationship Building & Management

- Collaborate with Advancement and Communications teams to support Faculty initiatives.
- Engage faculty, staff, students, alumni, and community partners for recruitment and outreach events.
- Maintain relationships with prospective students, influencers, and key discipline-specific stakeholders.

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Bachelor's Degree required; Masters Degree preferred, specialization in an environment-related discipline preferred, or equivalent education and experience.

Experience

Job Description



- Experience in student recruitment, communications, public relations, or related areas.
- Experience planning and executing events and delivering presentations.
- Experience supervising or mentoring staff or volunteers preferred.
- Demonstrated ability to work in a fast-paced, team-oriented environment with changing priorities.

Knowledge/Skills/Abilities

- Strong ability to deliver information in an informative and engaging manner.
 - Knowledge of student recruitment practices, including high school populations, desirable.
 - Familiarity with social media platforms (Facebook, X, Instagram) and other communications tools.
 - Strong organizational, project management, and interpersonal skills.
 - Relationships
 - Faculty leadership
 - Marketing and Undergraduate Recruitment
 - Admissions
 - High school level environmental educators
- ENV

Nature and Scope

- **Contacts:** Internally, serves as subject matter expert to Environment leadership and faculty members, supervises undergraduate student employees, makes contacts with Admissions, Marketing and Undergraduate Recruitment, and outreach teams across campus. Externally, makes contacts with prospective students and their guardians, high school teachers and guidance counsellors, suppliers, and caterers.
- **Level of Responsibility:** This job has specialized work with minimal supervision and accountability for people and budget. This position acts as subject matter expert and provides guidance to others.
- **Decision-Making Authority:** This position has significant decision-making authority; complex and issues involve consultation with Associate Dean, Undergraduate Studies. This position makes decisions about budget spending and recruitment and outreach initiatives.
- **Physical and Sensory Demands:** Minimal demands, typical of a position within an office environment; peak times can include numerous student requests, multiple priorities and frequent interruptions.
- **Working Environment:** Occasional travel required; Regular working hours. Frequent evening and weekend work required; Involves minimal physical or psychological risk resulting from a diverse environment with deadlines, multiple priorities and frequent interruptions.