Job Title: Marketing, Recruitment, and Student Services Assistant
Grade: 12
Division/Department: Culture and Language Studies; Marketing and Recruitment
Reports to (title): Chair, Culture and Language Studies; Director, Marketing and Recruitment
Date of completion: April 11, 2022

General Accountability:
In support of the college’s mission, reputation, and strategic goals, the Marketing, Recruitment, and Student Services Assistant is responsible for organizing and administering Culture and Language Studies (CLS) student services, providing academic advice/support to students, including enhancing student life, while implementing integrated marketing, recruitment, and communications plans and initiatives for CLS and Renison degree programs more generally. In addition, the assistant provides administrative support to the CLS Chair, program coordinators, faculty and sessional instructors as well as the Director (Marketing and Recruitment).

Key Accountabilities:
• ADVISES STUDENTS IN CULTURE AND LANGUAGE STUDIES – MINORS, DIPLOMAS, CERTIFICATES, AND ENROLLEES FROM ALL UWATERLOO FACULTIES: Advises students about course selection, enrollment and minor/diploma/certificate requirements, exam regulations, academic deadlines and other issues in accordance with University policy; Advises students with unusual or complex questions, or with questions about academic content as appropriate; Assists with Recommendation to Graduate forms; Refers students to on-campus resources as appropriate; Maintains appropriate contact and communication with offices elsewhere in the college or university, and in the outer community that are particularly relevant to the areas of advising responsibilities.

• SUPPORTS ACADEMIC PROGRAMMING, MARKETING, AND COMMUNICATION INITIATIVES: Facilitates marketing initiatives related to Culture and Language Studies department programming as well as other degree programming at Renison; Chairs the Student Activities Committee in CLS (populated by faculty members from the various units); seeks integration of CLS students into college-wide events; Coordinates publicizing departmental courses and minors by creating, maintaining, and updating promotional materials in co-operation with the appropriate offices; Ensures the CLS department website is updated and assists with other sections as needed; Identifies opportunities for story profiles; Coordinates stories, news items, instructor and student profiles (for distribution through Renison channels and the university’s Daily Bulletin); Ensures consistency, accuracy and excellence in quality and content of messaging in all written pieces; Provides the Marketing and Recruitment team members and the Manager of Communications relevant communications content ideas to assist in recruitment, helping to determine the mix and timing of communication as well as the content and key messages to be included at all stages of the enrolment management funnel, ensuring the accuracy of all information; Coordinate, plan and execute Renison/UW on-campus events, which are included in the overall marketing, communications and recruitment plan including open houses.
You@Waterloo Day, and Major/Minor fairs. University-wide events are planned by UW; however, the Marketing, Recruitment and Student Services Assistant plans the CLS participation in these events and will collaborate with others at Renison to ensure a coherent response to participation; Develop and present Information Sessions; Recruit and coordinate volunteers, for CLS and other degree programs at Renison, to assist with recruitment events and conversion activities; Appropriately respond to daily inquiries from prospective CLS students through phone and email communication; Coordinate Facebook and Google paid ads for CLS and other degree programs as necessary

- COORDINATE CULTURE AND LANGUAGE STUDIES STUDENT ENGAGEMENT: Maintains active communication with students using a wide range of communication modalities; Participates/leads in planning various student academic events (e.g. APPLS/RS events, student awards); Coordinates student wellness events and mentorship programming

- OVERSEES THE PLANNING AND EXECUTION OF CLS DEPARTMENT EVENTS: Organizes department’s lectures and events: creates promotional material, advertises events, oversees logistics of events (book launches, Keiko and Charles Belair Centre Speaker Series, Japan Future Initiatives

- GENERAL ADMINISTRATIVE SUPPORT: Identifies problems in department administration and recommends improvements to the CLS Chair, program coordinators, faculty and sessional instructors as well as the Director (Marketing and Recruitment); Answers faculty and student questions about department policies and procedures; Prepares data and statistical reports as required for the CLS Chair, program coordinators as well as the Director (Marketing and Recruitment), drawing on departmental, faculty, and institutional data; Other duties assigned

Qualifications:
- Undergraduate degree
- 2 years of work experience in an academic environment
- 1 year of experience and knowledge working with MS Office, Photoshop and Illustrator, and university databases
- Demonstrated ability to develop good working relationships with internal and external constituency groups and to work collaboratively with colleagues in a team environment
- Demonstrated ability to communicate effectively (oral and written) with a diverse group of individuals
- Ability to manage multiple projects and priorities and meet challenging and changing deadlines
- Proven writing ability in a variety of formats including web, email, social media, and public presentations
- Strong verbal and written communication ability and presentation skills
- Good understanding of the University environment and its organizational structure
- Excellent interpersonal, organization, and time management skills
- Proven ability to work independently with minimal direction as a team member in a busy and varied environment with deadlines and changing priorities

Working conditions:
Works in a typical office environment, requiring minimal physical effort. Requires moderate levels of sensory attention when completing activities, with moderate levels of mental stress.