

Job Title:	Program Promotion and Inquiry Coordinator
Grade:	12
Division/Department:	Registrar's Office
Reports to ( <i>title</i> ):	Registrar
Date of completion:	July 23, 2024

### General Accountability:

As part of the Registrar's Office, the Program Promotion and Inquiry Coordinator works in collaboration with the Registrar to provide proactive support for degree program promotion initiatives as well as incoming and outgoing inquiries. The role also aids the Registrar, other registrarial staff, and staff and faculty at Renison University College. The incumbent uses their thorough knowledge of Renison and University of Waterloo policies and practices, to perform a variety of administrative functions in support of academic programs and departments or schools.

### Key Accountabilities:

#### **COURSE AND DEGREE PROGRAM PROMOTION**

- Leads the editing of degree program or course related publications and information process wherever this information appears either by updating the information or contacting the appropriate source or subject matter expert.
- Edits degree program or course related publications at Renison, University of Waterloo and externally or liaises with individuals who do to ensure the work is completed.
- Documents, establishes, and communicates the annual cycle of external and internal degree program promotion materials deadlines, processes, and key contacts.
- External and internal publications may include viewbooks, posters, departmental and central Renison websites, external websites, OUIInfo, OUAC, and other sources not named here.
- Ensures information published complies with Renison and uWaterloo approved and/or published marketing and brand standards.
- Works closely with External Relations and Communications (ERC) personnel to understand and use brand guidelines and institutional voice.
- Adheres to the policies and agreements at Renison and University of Waterloo to ensure any publications align with the language used in the Academic Calendar which is the contractual agreement between the University and the student.
- Makes recommendations of various opportunities to expand program promotion through various mediums and external sources.
- Ensures consistent, accurate, and appropriate information is used in all media, publications, and communications that represent Renison.

### WEBSITE MAINTENANCE

- Works with each academic department at Renison to ensure accurate information and update departmental websites as required.
- Develops and documents an annual review process of all websites related to degree programs and degree courses in accordance with any existing timelines at Renison or the University of Waterloo.
- Works as part of the website maintenance and social media team to ensure a cohesive appearance to the website and centralized approach.
- Liaises with department representatives when appropriate to ensure departmental information is accurate and meets the goals of the departments as well as supporting Renison's strategic plan.
- Ensures web presence meets the requirements of Renison's strategic plan and makes recommendations for changes if it does not.
- Ensures that information on the website coincides with policies, requirements, and expectations of students as outlined in the Academic Calendar and other publications.

### DEGREE PROGRAM RELATED INTERACTIONS

- Designs and writes email communications for prospective and current students as required to promote recruitment, conversion, and increased enrollment.
- Develops and documents a communication plan for prospective and current students that includes information relevant to them on their journey through the student life cycle.
- Works with Student Experience and Housing (SEAH) to ensure that communication efforts are not doubled, but rather provide a seamless experience for students.
- Responds to admissions and other registrarial or departmental email inquiries.
- Manages the email promotion process for admissions and recruitment using various communication management tools.
- Manages the communications to special groups at various times throughout the year. This might include but will not be limited to warm fuzzies, acknowledgement and offer admissions emails, program, and course promotion communications.
- Maintains lists of prospective and current students in cooperation with other departments or schools.

### DATA COLLECTION AND ADMINISTRATION

- Enters various types of data into systems (programs or spreadsheets) as requested.
- Tracks interactions and communications in systems (programs or spreadsheets).
- Provides data and statistics related to role activities upon request.
- In consultation with the Registrar, works with ERC and M&R to establish data and success measures and report back to Registrar and academic departments regarding the outcome of established campaigns and materials.

- Creates, maintains, and assists with the collection and reporting of records at the request of the Registrar.
- Develops surveys or other ways to collect data and information from staff, faculty, and students as required.

### GENERAL OFFICE SUPPORT

- Provides front-line service to students in the absence of other members of the Registrar's Office. Refers students or records their information when necessary.
- Aides in the creation of promotional materials for scholarships and scholarships process annually.
- Aides in the creation of webforms upon request for a variety of subjects or information gathering exercises.
- Assist with events and event management support as required.
- Supports various projects or initiatives of work being done in the REN RO at the request of the Registrar.
- Monitors office and classroom equipment and supplies, placing orders and service requests as needed.
- Liaises with Renison University College's Facilities department about general facility related issues.
- Other administrative duties that might arise and are of an infrequent nature.

### Qualifications:

- University degree in any discipline. Degree in a communication-related field would be considered an asset.
- 1+ years of administrative experience preferably in a university environment.
- Knowledge of postsecondary policies and procedures
- Excellent communication (written and oral), interpersonal, and organizational skills
- Strong computing skills using Microsoft Office Suite and other administrative software, and proficiency in website maintenance
- Demonstrated ability to work as part of a team and independently with minimal supervision within a deadline-oriented, multi-tasking environment
- Ability to act as the first line of communication for general inquiries and information
- Ability to work in an environment with regular interruptions and shifting priorities

### Working Conditions:

**Physical Effort:** Work activities involve alternating positions of light physical activities. Majority of time is spent in a comfortable position with frequent opportunity to move about at will.

**Physical Environment:** Works in an environment with occasional exposure to mild unpleasant conditions. There may be a remote possibility of risk of accident or health hazards.

**Sensory Attention:** Work activities involve need to concentrate on a variety of sensory inputs for intermediate durations at a time, requiring close attention several times daily. If sensory activities are interrupted, time is required to backtrack to resume activities. The need for detailed or precise work is moderate.

**Mental Stress:** Work activities are performed in an environment with occasional exposure to one or more mental pressures. The mental stress would not be noticeably disruptive to the work, nor would the unpleasant reaction be too strong or persistent.