

*Posting #21-118CU(E)*

## **Indigenous Student Recruiter Student Recruitment Regular, Full Time**

### **Purpose**

UNBC is committed to developing a comprehensive framework for strategic priorities which value and respect Indigenous knowledge and cultures; where Indigenous students can thrive and realize their potential; and where UNBC can support Indigenous communities in their pursuit of post-secondary education, as well as language and culture revitalization.

Reporting to the Director of Student Recruitment, the Indigenous Student Recruiter represents and promotes UNBC and its programs, facilities, services, awards and financial aid for the purpose of encouraging enrolment. The Indigenous Student Recruiter is accountable for the successful outcomes of Aboriginal Service Plan recruitment activities and benchmarks, fulfilling provincial requirements for UNBC.

The Indigenous Student Recruiter is a member of a highly motivated and professional student recruitment team that is involved in recruitment planning, strategic development, and the implementation of approved activities. The Indigenous Student Recruiter will assist with market research and data analysis that informs recruitment planning and the development of effective recruitment strategies. The Indigenous Student Recruiter's primary responsibility is for domestic Indigenous undergraduate recruitment; however, the Indigenous Student Recruiter may support graduate student recruitment, as required.

### **Responsibilities**

Within a framework that prioritizes liaising with Indigenous communities and stakeholders, various recruitment methods will also be utilized including: face-to-face presentations, email, the web, social networking sites, and other emerging technologies. As the critical link in establishing access to educational opportunities at UNBC, the Indigenous Student Recruiter will develop relationships with prospective students to assist them in pursuing their academic and career goals. The Indigenous Student Recruiter will communicate information to the broadest possible audience regarding programs, awards and financial aid, campus housing and other facilities and services.

Duties include but are not limited to:

- Inspiring and motivating prospective Indigenous students to consider The University of Northern British Columbia as their post-secondary institution;
- Providing in-depth responses to questions and concerns about all aspects of UNBC at all of our campuses, including inquiries regarding the lifestyle in northern British Columbia;
- Collaborating with the Manager of Aboriginal Student Engagement and the First Nations Centre staff, fostering relationships and helping to coordinate and/or participate in First Nations Centre events as appropriate;
- Developing and maintaining an extensive and ever-changing network of stakeholders and connections throughout UNBC, local communities, British Columbia and Canada to create innovative ways to recruit Indigenous students, building connections, and keeping abreast of changes in post-secondary education and accessibility to resources;

- Consulting with and making recommendations to stakeholders on issues that affect Indigenous student recruitment success and retention;
- Developing and executing recruitment strategies, in consultation with the Director of Student Recruitment, to support the university's enrolment goals;
- Reviewing and evaluating enrolment data and recruitment activities from prior years in order to make recommendations on future activities;
- Reporting on changes in the provincial and national education systems, on market trends, on competitor's activities and identifying emerging opportunities for UNBC;
- Conducting research to keep abreast of Indigenous student trends and changes in post-secondary education, legislation, support services, demographics, population base, academic achievements, and success rates;
- Assisting with course planning for first-year students by informing and guiding students through the understanding process of completing degree requirements, empowering them to learn how to register for courses;
- Acting as agent of referral to UNBC admissions, on-campus services, partner institutions, as well as other admissions offices at post-secondary institutions;
- Representing UNBC in a professional manner during all public outreach and university exposure events, with a particular focus on assisting with the coordination and facilitation of Indigenous recruitment activities;
- Extensive travel to Indigenous communities, education fairs, and visiting high schools and colleges is required.

## Qualifications

The successful candidate will possess an undergraduate degree (preference will be given to a holder of a UNBC Baccalaureate Degree), together with a minimum of two to three years of directly related experience in student recruitment and/or academic advising, as well as Indigenous cultural leadership experience in a post-secondary setting and/or in an Indigenous community within post-secondary education.

An equivalent combination of education and experience will be considered.

Relevant experience will demonstrate:

- Understanding of university structures, policies, and procedures and knowledge of BC colleges, institutions, and university programs and services;
- Understanding of the student life cycle from recruitment to graduation;
- Understanding of Indigenous education as it pertains to post-secondary education, Indigenous culture, and the systemic barriers Indigenous students face;
- Understanding of respectful practices and protocols when working with Elders and Indigenous communities;
- Lived knowledge of the kinds of experiences Indigenous students have choosing and entering post-secondary education;
- Demonstrated ability to identify and respond to the needs of Indigenous students, including transitional and developmental needs;
- Demonstrated ability to build and develop relationships with Indigenous students and Indigenous communities and leaders;

- Tact and sensitivity handling complex and critical student situations;
- Knowledge of UNBC programs, courses and services;
- Working knowledge of the Freedom of Information and Protection of Privacy Act (FIPPA);

**The position requires a valid Class 5 BC Driver's License, a clear Criminal Records Check, and must hold (or be eligible to hold) a valid passport.**

### **Knowledge, Skills and Abilities:**

- Knowledge and practice of cross-cultural, inclusive relationship-building at the academic and community level;
- Awareness of post-secondary education initiatives, programs and transformative practices in support of Indigenous and rural education and student success;
- Demonstrated ability to effectively articulate Indigenous perspectives on current and emerging Indigenous issues to diverse audiences;
- Outstanding interpersonal and promotional skills, including experience speaking with diverse and differently-sized audiences;
- Demonstrated ability to develop and give effective, inspiring presentations to variously-sized audiences;
- Excellent written communication skills, including the ability to convey information and personalized messaging well, through formal correspondence as well as social media;
- Proficiency in the Microsoft Office Suite;
- A high degree of initiative, organization and time management skills, and creative problem-solving abilities, coupled with a strong orientation toward teamwork;
- Working knowledge and experience working with a Student Information System is an asset.

### **Salary**

This position has been classified at a Grade 9. The annual salary range for this position is \$61,406.84 to \$63,955.36, and the normal starting salary will be \$61,406.84.

UNBC offers employee tuition waivers (includes spouse and dependents), excellent benefit and pension packages, employee training and development opportunities, as well as relocation assistance. For more details please see:

- <http://www.unbc.ca/human-resources/employee-benefits>
- <http://www.unbc.ca/human-resources/unbc-pension-plan>

Normal hours of work will be 8:30 am – 4:30 pm Monday through Friday. Availability for evening and weekend work is a requirement for this position, as well as a significant amount of travel, including travel to rural communities.

## About the Community

Since its founding in 1990, the University of Northern British Columbia (UNBC) has emerged as one of Canada's best small research-intensive universities, with a passion for teaching, discovery, people, and the North. Located on the traditional unceded territory of the Lheidli T'enneh, in the spectacular landscape near the geographic centre of beautiful British Columbia, UNBC's excellence is derived from community-inspired research, hands-on learning, and alumni who are leading change around the world.

For the past 10 years, UNBC has placed in the top three in its category in the annual Maclean's university rankings, the only University of its size to achieve that feat. UNBC also recently placed among the top four per cent of higher education institutions worldwide by the Times Higher Education World University Rankings.

With a diverse student population, the University is friendly, inclusive, and supportive. Prince George is a city of ~74,000 people with impressive cultural, educational, and recreational amenities. For more information about living and working in Prince George, please refer to <http://www.unbc.ca/experience> and <https://moveupprincegeorge.ca>. Make your mark with this leading post-secondary institution.

## To Apply

Please forward your cover letter, resume and proof of education quoting competition #21-118CU(E) to:

Human Resources, University of Northern British Columbia,  
3333 University Way, Prince George, BC, V2N 4Z9

Email submissions: [HRecruit@unbc.ca](mailto:HRecruit@unbc.ca)  
Inquiries: (250) 960-5521

*All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. The University of Northern British Columbia is committed to employment equity and encourages applications from women, aboriginal peoples, persons with disabilities and members of visible minorities.*

*We thank all applicants for their interest in UNBC however, only those applicants selected for further consideration will be contacted.*

**Preference will be given to applications received by September 24, 2021. Applications will be accepted until the position is filled.**