

**Job Class Profile:            Student Development Officer****Pay Level:                            CG-31                            Point Band:                            690-703**

| Factor | Knowledge | Interpersonal Skills | Physical Effort | Concentration | Complexity | Accountability & Decision Making | Impact | Development and Leadership | Environmental Working Conditions | Total Points |
|--------|-----------|----------------------|-----------------|---------------|------------|----------------------------------|--------|----------------------------|----------------------------------|--------------|
| Rating | 5         | 5                    | 2               | 4             | 4          | 4                                | 4      | 2                          | 2                                |              |
| Points | 233       | 83                   | 13              | 19            | 120        | 87                               | 83     | 43                         | 21                               | 702          |

**JOB SUMMARY**

The Student Development Officer is responsible for planning, developing and delivering a variety of student development services at the College of the North Atlantic. Work involves student recruitment and college marketing activities; development of job placement services to meet the work experience components of college programs; and the delivery of student affairs services related to financial assistance, orientation, graduation and academic support services.

**Key and Periodic Activities:**

- Promotes and markets the college's programs to potential students as well as the college's co-op programs to employers with the goal of securing co-op work term opportunities.
- Maintains relationships with existing employers to ensure continuing co-op opportunities for students.
- Coaches and mentors students with resume and cover letter writing; interviewing skills and workplace conduct.
- Approves co-op job descriptions; solicits student resumes and forwards to employer; schedules job interviews.
- Oversees work term placements by conducting site visits.
- Participates in marketing and networking opportunities such as career fairs, conferences and trade shows.
- Provides financial assistance by assisting students to complete loan applications and resolving any problems between student aid and students.
- Oversees student council activities.
- Assists with registration and orientation activities including health and dental and student life activities.
- Identifies and implements student recruitment initiatives by preparing and delivering recruitment presentations; visits high schools and participates in career fairs to promote college programs.
- Responds to and follows-up on student recruitment inquiries regarding program options, application procedures, accommodations, wait-list numbers, etc.
- Establishes and maintains effective working relationships with high school guidance counsellors, and representatives from funding agencies.
- Participates in campus marketing and recruitment planning teams regarding marketing

**Key and Periodic Activities:**

- strategies to be used.
- Completes various reports regarding recruitment activity.
- Participates in community events.
- Provides College promotional materials to schools, youth and community groups.
- Oversees peer tutoring program.

**SKILL****Knowledge****General and Specific Knowledge:**

- Knowledge of college programs, policies and procedures, labour market and student aid.
- Knowledge of marketing and promotions.

**Formal Education and/or Certification(s):**

- Minimum: Undergraduate degree in the Social Sciences, Business or Commerce

**Years of Experience:**

- Minimum: 1 – 2 years of experience.

**Competencies:**

- Ability to deliver presentations.
- Ability to communicate effectively with others.
- Ability to operate computers.
- Ability to write reports.
- Ability to develop and maintain effective working relationships.

**Interpersonal Skills**

- A range of interpersonal skills are utilized including listening to information and asking questions to communicate effectively with students, the general public, school counsellors, co-op and work term employers; providing routine and complex information to potential students regarding career choices, academic programs and financial assistance; gaining the cooperation of employers to develop work terms and co-op placements and student development officers throughout the college system to meet recruitment goals; promoting college programs and services to potential students; coaching and mentoring students regarding co-op placements or work terms and conducting presentations to high school students and community groups.
- Communications occur with co-workers, supervisors and managers, members of the general public and students.
- The most significant contacts would be with the general public to identify potential new students; other Student Development Officers within the College system; supervisors and managers; co-op and work term students and employers.

**EFFORT****Physical Effort**

- Work demands do not typically result in fatigue, requiring periods of rest.

- Physically handling promotional related materials and display booths (weighing up to 10 lbs) for career fairs and related events.
- Body postures include sitting to perform computer work; standing to conduct presentations and to attend career fairs/information booths and driving throughout campus regions is required.
- Fine finger and precision work is constantly required to perform computer related duties.

### Concentration

- **Visual** concentration and eye/hand coordination is required constantly when working on a computer developing presentations, conducting research and replying to email inquiries and when driving to and from presentations, school and community visits and special events such as career fairs.
- **Auditory** concentration is a requirement to listen to questions and inquiries from prospective students; when working with employers to develop work term and co-op placements and to mentor students regarding employability skills.
- **Deadlines and time pressures** occur regularly as work terms and co-op placements must be secured in order for students to graduate; various reports must be submitted on time and events such as career fairs must be attended.
- **Interruptions** occur constantly as student needs are a priority.
- Volume of student inquiries affects **pace of work**.

### Complexity

- Work involves a series of tasks and activities which are quite different but allow for similar skills and knowledge to be used.
- Typical challenges include securing a sufficient number of suitable work terms and co-op placements to allow students to successfully complete academic program requirements. Identifying new recruitment methods and opportunities to increase college enrolment which requires building and maintaining effective working relationships with the general public, business and industry and schools. Work involves limited opportunities for standardized solutions therefore solutions must be identified and are sometimes resolved using a team approach.
- References available to address typical challenges include other Student Development Officers, supervisors and managers and college policies and guidelines.

## RESPONSIBILITY

### Accountability and Decision-Making

- Work tasks and activities are either generally or moderately prescribed by a manager or campus administrator.
- Daily work tasks are performed independently including working with potential and existing students; identifying new work term and co-op placements; mentoring students and participating in a variety of student development activities and deciding on which recruitment events to attend and managing the schedule of events and activities.
- Supervisory approval is required for annual leave requests; purchasing of marketing and promotional items; travel/journey authorizations.
- Discretion and judgment are utilized when determining the appropriate information to include

in presentations (dependent upon the intended audience) as well as the placement of students in work terms and co-op placements.

- High degree of discretion and judgment is used when communicating with students, parents and industry or business partners.

### **Impact**

- Work tasks and activities are either generally or moderately prescribed however general guidelines are prescribed in the annual plans made by Provincial Recruitment teams.
- Results of work tasks and activities are directly felt within and outside the organization including the general public since marketing, promotional and recruitment activities could impact college enrolment with potential new students. Recruitment activities could impact the number of students enrolled in particular programs and could determine if an academic program proceeds. Employers are impacted as a result of work terms and co-op placements as are students since graduation may depend upon successful completion of work term/placement. Potential new students are impacted since the information they receive regarding academic programs and student services impacts on career and academic choices.
- Results of work activities impact the information being provided to the general public through presentations and participating in career fairs and other special events. Since Student Development Officers represent the College during events, corporate image could be impacted either positively or negatively. Corporate image could also be impacted as a result of successful work terms and co-op placements as employers recognize the quality of training being provided at the College. Human resources could be impacted in terms of how many instructors are needed.
- Mistakes or errors could lead to inaccurate information being provided to the general public which could negatively impact the image of the College and student enrolment. Typically, mistakes or errors are resolved within 24 hours of being identified.

### **Development and Leadership of Others**

- There is no supervision of staff.
- Provides advice, guidance and feedback to other Student Development Officers as part of a team environment.
- Periodically acts as committee or project leads organizing a variety of special events (College Day, “Open House” Nights) and career fairs involving scheduling meetings, assigning project roles to team members and delegating/assigning tasks to committee members.

## **WORKING CONDITIONS**

### **Environmental Working Conditions**

- There is no requirement for special precautions or safety equipment.
- Injuries or illnesses resulting from workplace hazards typically do not apply however there is a limited likelihood of injuries resulting from a vehicle accident.
- Work requires driving to and from school and community visits, career fairs and co-op/work term placements. Occasionally exposed to adverse weather conditions and slippery road conditions.