

POSITION DESCRIPTION FORM (PDF)
Casual Part-time Support Staff

Position Title: Student Outreach Facilitator

Position Number: [Click here to enter text.](#) **Pay Band:** 10

Reports To: Manager Student Recruitment and Conversions

Appointment Type: Other-details at right. **“Other” Hours Details:** 6 months

Scheduled Weekly Hours (maximum 24 hours per week): 24 hrs per week

PDF Completed By (Manager Name): Carrie Truman

Effective Date: September 20, 2019 **Last Revision:** July 28, 2022

SIGNATURES

Incumbent: _____ **Date:** _____

(indicates incumbent has read and understood the Position Description Form details)

Supervisor: _____ **Date:** _____

(indicates the supervisor has authorized and assigned the duties & responsibilities in the PDF)

NOTE: Please return the original PDF to HR Operations (Michelle Bozec) as soon as it has been signed. Thank you.

PART ONE:

POSITION SUMMARY

Working under the supervision of the Fleming College Manager of Student Recruitment and Conversions, this position provides outreach to potential students who may not consider post-secondary education to be an option. The position will work closely with guidance counsellors, teachers, community groups and individuals to identify potential students who have been marginalized, and to help increase participation rates among under-represented groups, primarily in the Peterborough-Kawartha catchment area, with some activity in the Durham region. Specifically, this position will work to increase PSE participation among individuals identified as likely to experience greater difficulty accessing PSE: first-generation, rural, racialized, LGBT+ new Canadians, people with disabilities, crown wards and fostered/CAS-supported youth individuals with lower high school GPAs or those returning to education. This position will also support existing staff on Indigenous student recruitment.

This position is funded through an Ontario Postsecondary Access and Inclusion Program grant, which may be renewable

KEY DUTIES & RESPONSIBILITIES

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Keep sentences short, simple and to the point. *TIP: Describe major clusters of functional work rather than detailed individual work routines and procedures.* Do not use allocations of less than 5%.

	Summary Details	Percentage %
1	<ul style="list-style-type: none"> Supports student application, conversion and arrival process. Represents Fleming College as a key contact for under-represented students and their families/supporters. Works directly with under-represented youth, in small groups or one-to-one, to aid them in completing their online application to University and/or College Works directly with high school teachers, counselors and administration to identify students who have the potential to attend post-secondary education but who may not consider it a viable option. Engages with potential students, family members/supporters, guidance counselors, teachers, and community groups to identify and work with potential students on the margins regarding the accessibility of PSE and ways to overcome barriers. <p>Follows the established methods of collecting prospect data for analysis and follow-up, including brief evaluations of the effectiveness of communicating PSE as a viable option.</p>	60
2	<ul style="list-style-type: none"> Plans, in consultation with the Fleming Recruitment offices, recruitment trips to schools, community groups, rural communities, and other places where there are concentrated populations of potential students on the margin. 	15

	Summary Details	Percentage %
	<ul style="list-style-type: none"> Works with recruitment at all campuses to invite potential students and their families/supporters to each campus for tours, open house events, workshops, and opportunities to meet with current students, with a focus on demonstrating accessibility and enabling these individuals to see themselves as future students. 	
3	<ul style="list-style-type: none"> Coordinates with the recruitment and student services on the development of communications and marketing materials for under-represented prospects and applicants, including messaging around transition/retention supports and financial aid. The incumbent will communicate information regarding admissibility to PSE in general, with a focus on all Fleming academic programs, eligibility for and access to financial aid, scholarships, and student services, which act as major factors in the choice of a post-secondary institution. 	10
4	<ul style="list-style-type: none"> Ensures that recruitment strategies and practices are utilized and assessed regularly, adapted when necessary and that new initiatives are introduced. Is also responsible for maintaining and archiving all files used for the purposes of completing and measuring recruitment activities with under-represented students. Assists with the development and implementation of surveys, questionnaires and other tools as they relate to the gathering of key information relevant to both prospect and enrolment management planning. Researches educational markets and schools with under-represented student enrolment including in more rural areas, in support of Fleming's recruitment and retention strategy for under-represented students. 	10
6	Other Duties As Assigned <i>(do not amend this section)</i>	5%

To calculate the relative percentage of time allocated to each cluster of key duties & responsibilities, remember to consider the total amount of hours this part-time position will normally work in a year.

For example:

An RPT position which normally works 24 hours per week for 10 months of the year would have approximately 960 annual hours (24 hrs/wk x 4 wks/month x 10 months). If this position is estimated to spend 5 hours per week completing a cluster of work associated with organizing and maintaining business files, you would allocate 20% to this function calculated as (5 hrs/wk x 4 wks/month x 10 months) divided by 960.

PART TWO:

TRAINING & TECHNICAL SKILLS

Indicate the minimum level of independent studies, formal education, internal and/or external training programs including professional and technical or apprenticeship courses necessary to fulfill the requirements of this position.

Formal Education Requirements:

Completion of a two (2) year college diploma.

Field(s) of Study:

[Click here to enter text.](#)

Other Vocational Certifications and/or Apprenticeships:

[Click here to enter text.](#)

EXPERIENCE

Specify the minimum number of months and/or years of practical experience in any related work necessary to fulfill the requirements of this position.

Practical Work Experience:

- Must have a minimum of one year of directly related experience and knowledge of marketing strategies and demonstrated excellent marketing skills required;
- Excellent knowledge and direct experience with recruitment media and the use of database technologies for marketing purposes.
- A clear and demonstrable understanding of post-secondary access and transitional challenges specifically for under-represented demographics, including first-generation, rural, racialized, LGBT+ new Canadians, people with disabilities, crown wards and fostered/CAS-supported youth individuals with lower high school GPAs, or those returning to education.
- A strong understanding of effective communication with individuals who are unfamiliar with PSE or who have not considered PSE as an option for themselves or their children.
- Excellent and demonstrated marketing skills; at least two years of public speaking experience required.
- Extensive knowledge of secondary and post-secondary educational systems is required, including knowledge of academic offerings, admissions requirements and processes, as well as other related areas.
- Excellent and demonstrated organizational skills, including demonstrated ability to coordinate and plan events quickly and within a set budget.
- Excellent verbal and written communication skills required.

- Ability to work independently, with indirect supervision
- This position requires an outgoing and sincere personality, a high level of energy, and superior skills in customer service.
- Ability to work in a variety of settings, exercising tact, diplomacy and patience, sometimes in stressful situations.
- Must be able to provide a vulnerable sector screen criminal record check.
- Must be available to work on weekends and evenings and be flexible and responsive to working on an event or activity with short notice.
- Ability to work independently and co-operatively as part of a high functioning and professional team.
- Must be physically able to regularly lift and carry boxes and recruitment set up and supplies of up to 30 lbs
- Must have a cell phone and laptop computer.
- Must hold a valid Ontario (or equivalent) Driver's Licence – Class 'G' minimum and a good driving record; as a condition of employment, verification of competency is required by producing an original Province of Ontario driver's abstract, current to within 30 days of the date of the conditional job offer

Additional Skills & Abilities:

- [Click here to enter text.](#)

PART THREE:

COMPLEXITY

Describe the amount and **nature of analysis, problem-solving and reasoning** required to perform the core duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Outreach and communication with key influencers.
Description
Outreach to local schools and organizations. To create opportunities and connect with prospective students that fit the nature and scope of the role.
With the intention of:
<ul style="list-style-type: none">-Delivering Fleming college presentations on and off site to select groups of students.-Attending community events in a trade show capacity providing information regarding Fleming college and all offerings.

Example #2

Task / Activity
One on one or small group advising and recruitment
Description
Connecting with prospective students and offering the following:
<ul style="list-style-type: none">-Campus tours catered to interest or general-Offering Advising sessions, to assist with research and program selection-Assisting with application process to ensure prospective students feel comfortable and informed on the process-Nurture prospective students throughout the research and application process acting as a direct point of contact for the individual.

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

Is the work considered to be routine/non-routine?
Routine

How would you describe the complexity of the work?
Some duties are varied and complex.

Describe the business processes used by the position.
Processes require ongoing adaptation.

JUDGMENT

Describe the degree of independent judgment and problem-solving required to perform the duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Relationship building
Description
Fostering and building relationships with current and new community partners.
-Building an offsite and onsite visit schedule independently
-

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

The work duties typically require:
Choose an item.

In determining a solution for problems, the incumbent has discretion to:
Choose an item.

MOTOR SKILLS

Describe the aspects of the position that require fine motor movements (delicate, intricate or precise) related to the core duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

When considering 'speed' of fine motor movements for this position:

Choose an item.

Indicate the percentage of time that is required in performing each of the tasks discussed above.

Task	% of Time

PHYSICAL DEMAND

Describe the degree of **physical demand** required to perform the duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position that illustrate the type and duration of physical effort, the frequency, the strain from rapid and repetitive fine muscle movements or the use of larger muscle groups, lack of flexibility of movement, etc.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Indicate the percentage of time that is required in performing each of the tasks discussed above.

Task	% of Time

SENSORY DEMAND

Describe the degree of **sensory demand** required to perform the duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position that illustrate the level/degree of concentration (visual, auditory, tactile, etc.). Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

How would you describe the requirement for attention to detail in this position?

Choose an item.

Indicate the percentage of time that is required in performing each of the tasks discussed above.

Task	% of Time

STRAIN FROM WORK PRESSURES / DEMANDS / DEADLINES

Describe the degree of **work pressures** involved in performing the duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position that illustrate the deadlines, interruptions, distractions, multiple or conflicting demands/workloads and dealing with people in difficult situations. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

How would you describe the workflow demands this position typically faces?

Choose an item.

How would you describe the existence of critical deadlines in this role?

Choose an item.

How would you describe the level of interruptions this position faces?

Choose an item.

Indicate the predictability of the strain and percentage of time required in each task discussed above.

Task	% of Time	Predictability*
		Choose an item.
		Choose an item.

INDEPENDENT ACTION

Describe the degree of **independent action** and **autonomy** required to perform the core duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

What type of instruction is typically given to the incumbent?

Choose an item.

What degree of supervision is typically provided to the incumbent?

Choose an item.

How is the work typically checked and verified?

Choose an item.

How frequently is the work checked?

Choose an item.

Describe duties which are the incumbent's responsibility where independent action requires initiative and/or creativity and indicate how often the duties occur. Identify the typical situations or problems that are normally referred to the Manager for solution.

COMMUNICATIONS / CONTACTS

Describe the nature of contact and purpose involved in communicating information (i.e. to provide advice, explanation, to negotiate, or influence others to reach agreement, etc.), and the confidentiality of the information provided. Answer the questions listed below in the Key Considerations section.

Nature of Contact (Who)	Purpose of Contact (What)	Frequency
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

Communications in this position are typically engaged for the purpose of:
Choose an item.

What type of involvement does this position have with confidential information?
Choose an item.

RESPONSIBILITY FOR DECISIONS AND ACTIONS

Describe the type of **responsibility** that exists for the **decisions** and **actions** related to the core duties of the position. Provide up to two (2) examples in the space provided below of regular duties for this position. Answer the questions listed below in the Key Considerations section.

Example #1

Task / Activity
Description

Example #2

Task / Activity
Description

Key Considerations:

With respect to the examples above and the regular duties associated with this position's core functions, please answer the following questions:

How errors are typically detected for work completed by this position?

Choose an item.

What is the typical scope of impact to the organization for errors in this position?

Choose an item.

WORK ENVIRONMENT

Describe the physical environment that the incumbent works in. Consideration should be given to:

- The probability or likelihood of exposure to disagreeable/hazardous elements.
- The nature of the disagreeable/hazardous element
- Length of exposure while on the job
- Travel

Complete the chart below. Answer the questions in the Key Considerations section.

Environment	% of Time
Professional office environment Choose an item.	
Outdoor work; seasonal conditions Choose an item.	
Other (please specify)	
Other (please specify)	

Key Considerations:

With respect to the nature of disagreeable/hazardous elements this position is in contact with, would you describe them as:

Choose an item.

With regard to the disagreeable/hazardous elements referenced above, how often does the position encounter them?

Choose an item.

If this position is required to engage in business related travel, what is the frequency of the travel?

Choose an item.

SUPPLEMENTAL DATA

Provide any additional information which will serve to further enhance understanding of the position.

[Click here to enter text.](#)