

Posting #24-221CU

Student Life & Orientation Coordinator

Student Success

Full-time, Regular

Purpose

Reporting to the Manager of Student Experience and Planning, the Student Life & Orientation Coordinator (SLOC) is responsible for the continual development, implementation, and provision of holistic transition support to empower the University of Northern British Columbia's (UNBC) undergraduate students to successfully navigate the student life cycle.

The SLOC takes a strategic and administrative approach to liaise with external and internal partners including students, employers, and academic and administrative units within UNBC to establish and maintain connections that enhance the quality and integrity of UNBC undergraduate student success activities, programs, and initiatives. The role is a blend of informed innovation, leadership abilities, and creativity to create appropriate programming that meets the needs of undergraduate students at UNBC. This requires a commitment to being creative, an inclination to try new things, the skills to evaluate and adapt programming, and a willingness to change plans as needed while leading others (Student staff and Student Life staff). Together with the Student Life Navigator, the Student Life team orchestrates, integrates, and assesses student engagement initiatives for holistic university integration and success focused on enhancing the student experience.

Responsibilities

Duties include but are not limited to:

Event Management

- Driving the creation, execution, and assessment of a university-wide orientation and transition programming, with a focus on undergraduate students, for seamless integration into UNBC's academic and social spheres;
- Creating and developing extracurricular and co-curricular Student Life programming that encourages all new student's personal, social, and intellectual growth and development based on the UNBC student body interests and community needs;
- Coordinating marketing activities to promote undergraduate student programs, activities, and initiatives through social media channels, websites, the Customer Relationship Management (CRM), and other methods;
- Utilizing reporting tools to consistently evaluate and optimize marketing and promotion campaigns, making adjustments to enhance student participation; and
- Coordinating all aspects of Student Life event management at UNBC including: logistics, marketing & promotion, risk management, and budget projections and tracking.

Student & Staff Supervision

- Establishing and managing a robust student-employee program (Student Life Ambassadors), including training and development, providing direction and guidance for the implementation of Student Life activities, events, and initiatives;
- Guiding and supporting the Student Life Navigator, providing them direction and structure in the



- execution of transition programming, including the Ambassador program;
- Equipping the Student Life Ambassadors to provide support to all students, seeking resources and navigation, including mentorship and navigation across the University; and
- Formulating measurable benchmarks for accountability, feedback, and continual enhancement of the Ambassador program, and student ambassador development.

Student Communication

- Ensuring effective outreach to students by developing and managing accessible communication channels;
- Creating and implementing marketing strategies to promote undergraduate transition programs and student success initiatives through various digital platforms;
- Serving as a CRM Power User, overseeing Student Life and Orientation communication plans, broadcast campaigns, and event functionalities; monitoring and analyzing CRM data to assess effectiveness and optimize communication strategies;
- Collaborating with departments to align messaging and enhance student engagement; and
- Maintaining and updating the Student Life website, optimizing navigation and access to student success resources.

Retention Strategy

- Partnering with academic and administrative departments to create a positive, engaged environment, and ensure students have access to, and awareness of, resources that support their academic and professional success;
- Analyzing retention and graduation data to determine barriers to undergraduate student success, and design and implement appropriate programming and events to address identified barriers;
- Collaborating with key campus and community partners to develop student initiatives and programming that fosters a culture of belonging, diversity and inclusion, resilience and retention, and wellbeing and sustainability; and
- Creating and implementing resources and programs supporting student navigation, ensuring holistic professional and personal development on campus.

General

- Supporting the overall operations of the department, including but not limited to: management of funding allocation and departmental budget, supervision of full and part-time student staff, and developing strong relationships with key partners, including faculty, students, staff, alumni, families of new students, and local businesses.

Qualifications

The successful candidate will possess an undergraduate degree, along with a minimum of 3 years related working experience in a post-secondary environment.

The successful candidate will possess the following:

- Demonstrated ability to develop and implement student support programs, including orientation, transition programs, and student engagement initiatives;
- Proven track record in planning, executing, and evaluating large-scale events, workshops, and programs aimed at enhancing student success and engagement;
- Strong understanding of the barriers to accessibility in higher education and experience in developing strategies to dismantle such barriers for diverse student populations, including first-generation students, marginalized communities, and mature learners;



- Excellent project management skills, including budget management, logistics coordination, risk management, and compliance with institutional policies;
- Proficiency in digital communication tools (knowledge of CRM systems is an asset) for effective student engagement, event management, and data-driven decision-making;
- Experience in social media management;
- Ability to work collaboratively with a wide range of institutional partners, including students, faculty, community, and internal departments;
- Experience in supervising and mentoring student employees, with a focus on personal and professional development;
- Strong analytical skills to assess program effectiveness, student retention rates, and to conduct ongoing research on emerging trends in student success;
- Interpersonal, communication, and customer service skills, with the ability to address inquiries and foster positive relationships within the university community;
- Demonstrated ethical decision-making, sound judgment, and inclusivity in all aspects of student support and event planning;
- Knowledge of current and emerging technologies to streamline administrative processes and enhance the efficiency of student services;
- Ability to adapt to and navigate the changing landscape of higher education, implementing innovative strategies to meet the evolving needs of students; and
- Completion of Instructional Skills Workshop (or equivalent), and Mental Health First Aid (or equivalent), or a commitment to obtain certification within 12 months.

An equivalent combination of education and experience will be considered.

A current clear Criminal Record Check, and a valid driver's license are required for this position.

Salary

This position has been classified at a Grade 12. The annual salary range for this position is \$81,590.60 to \$84,957.60 and the normal starting salary will be \$81,590.60.

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. Some evening and weekend work is required periodically, particularly at peak times.

Our Commitment to Diversity and Employment Equity

The University of Northern British Columbia is fully committed to creating and maintaining an equitable, diverse, and inclusive environment that is accessible to all. We are devoted to ensuring a welcoming, safe, and inclusive campus free from harassment, bullying, and discrimination. This commitment is woven into our motto and mission. In the Dakeh language, UNBC's motto 'En Cha Huná translates to "they also live" and means respect for all living things. Through the respect for all living things, we are able to grow and learn better together, each bringing our own unique individual differences and contributions to inspire leaders for tomorrow by influencing the world today.



Employment equity requires that we remove barriers and overcome both direct and indirect discrimination. In this way, the pool of excellent candidates increases substantially. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

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. UNBC's excellence is derived from community-inspired research, hands-on learning, and alumni who are leading change around the world.

Since time immemorial, Indigenous peoples have walked gently on the diverse traditional territories where the University of Northern British Columbia community is grateful to live, work, learn, and play. We are committed to building and nurturing relationships with Indigenous peoples, we acknowledge their traditional lands, and we thank them for their hospitality. UNBC's largest campus in Prince George is located on the traditional unceded territory of the Lheidli T'enneh, in the spectacular landscape near the geographic centre of beautiful British Columbia.

UNBC consistently ranks in the top three in its category in the annual Maclean's university rankings. UNBC also recently placed among the top five 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 ~80,000 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

The University of Northern British Columbia is committed to employment equity and encourages applications from the four designated groups (women, Indigenous peoples, persons with disabilities, and members of visible minorities) as well as the 2SLGBTQ+ communities and individuals with intersectional identities.

Persons with disabilities, who anticipate needing accommodation for any part of the application and hiring process, may contact UNBC Health & Wellbeing at employeewellbeing@unbc.ca. Any personal information provided will be maintained in confidence.

Internal applicants from CUPE Local 3799 will be given priority consideration.

Please forward your resume and proof of education (e.g. copy of transcripts or copy of degree/diploma) and include the competition number #24-221CU in the subject line to:

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



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

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. 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 4:30PM on January 17, 2025, but the posting will remain open until the position is filled.

