

## Job Description

---

<b>Job Title:</b>	Specialist, Communications
<b>Department:</b>	Marketing & Undergraduate Recruitment, Registrar's Office
<b>Reports To:</b>	Manager, Marketing & Communications Strategy
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	October 2021

---

### **Primary Purpose**

The Specialist, Communications is a thought-leader and highly capable creator of traditional and digital communications, responsible for multichannel campaigns and initiatives to recruit prospective undergraduate students to the University of Waterloo.

Accountable for planning, creating, delivering and evaluating all aspects of traditional and digital campaigns that support on- and off-campus recruitment initiatives. Playing a leadership role in how undergraduate recruitment at University of Waterloo looks, sounds, and engages with its audiences across multiple platforms – while remaining consistent and complimentary with the overall University brand strategy.

As a key member of the Marketing & Undergraduate Recruitment (MUR) integrated marketing and communications team, this role requires expertise in marketing, advertising, and communications with experience and knowledge in the technologies used in traditional and digital marketing (e.g., social media platforms, Google Analytics, campaign email and customer relationship management software, website management/content management systems, Apple hardware, SEO/SEM, etc.).

This role will require ongoing relationship building across the MUR recruitment team as well as with team leads in email, social, web, print, visits/events, and faculties and units, all while ensuring Waterloo is positioned as a post-secondary leader across all relevant channels.

### **Key Accountabilities**

#### **Planning, Communication and Content Creation**

- A key responsibility of the position will be to plan, develop, deliver and evaluate multichannel campaigns to support the reach and amplification of on- and off-campus recruitment initiatives.
- Conduct research to identify MUR/client needs to assist in meeting the university's undergraduate recruitment on- and off-campus objectives via traditional and digital communications activities.
- Conduct environmental scans and competitive analyses.
- Support with on- and off-campus events content audits/inventories (including regular maintenance of MUR's event emails, web pages/registration, print and social media content calendars, campaign processes, training, best practices).
- Competitive analyses of traditional and digital campaign approaches at other universities/teen-focused businesses (e.g., messaging, design, platform, metrics, templates, visuals).
- Evaluate the purpose and opportunity within existing traditional and digital platforms and be a studious student of emerging opportunities where our target audience may be gathering.
- Responsible for ensuring that MUR and Waterloo brand standards, messaging and style guides are adhered to in all digital communications related to the University of Waterloo.

## Job Description



- Support the creation, execution and evaluation of MUR's Search Engine Marketing (SEM) and social media advertising plan in partnership with MUR colleagues.
- Monitor and report on metrics for on- and off-campus event campaigns.
- Provide input and advice with respect to establishing budgets for projects and setting production schedules.
- Support in maintaining an editorial calendar and cohesive strategy for on- and off-campus event campaigns and coordinate their use and distribution with MUR colleagues.
- Engage the Waterloo and broader community through smart, strategic and timely communications to assist with the development and execution of combined content calendars.
- Write, build, edit and/or approve traditional and digital communications that align with best practices and search engine optimization (SEO).
- Author briefs (creative, procurement, and leadership approval) for the development of required assets.
- Work with photographers, videographers and writers to source, identify/repurpose stories for storytelling on digital platforms.
- Ensure excellence and consistency in all communications.
- Support the delivery of key undergraduate student recruitment messages within traditional and digital initiatives produced by MUR and more broadly across campus.

### **Training and Support**

- Provide training, support and materials for campus partners in:
  - Campaign email software tool (i.e., MailChimp)
  - Waterloo Content Management System
  - Search Engine Optimization
  - Social media
  - Best practices: writing for traditional and digital platforms
- Provide day-to-day leadership and guidance to colleagues within and outside of MUR relating to on- and off-campus event reach and amplification.

### **Collaboration and Outreach**

- Develop positive relationships within and among MUR and its primary stakeholders, and identify opportunities for internal collaboration and consultation with key departments such as University Relations, Student Success Office, Housing, Athletics, etc.
- Develop and build strong relationships and maintain a network with university colleagues involved in email campaigns and social media.

### **Other**

- Participate in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including convocation, examinations, and such other general and specific duties as may from time to time be determined.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- University degree in business, communications, advertising, marketing, media studies, or equivalent combination of education and experience.

### **Experience**

- 4+ years of experience in marketing and communications
- 2+ years of experience in content creation for traditional and digital marketing/communications
- 2+ years of experience in project management
- Proven ability and experience in remaining engaged and knowledgeable of emerging traditional and digital communications, analytics, and technology popular among student audiences.
- Experience in website management and development, including an understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards, SEO and testing

### **Knowledge/Skills/Abilities**

- Essential: excellent written and oral communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Thorough command of digital marketing (from the evolving social web to mobile tools and trends); sophisticated client service and digital communications skills; high level of energy and passion with respect to this area of rapid change and innovation; experience in interactive, digital advertising and/or in a digital public relations agency.
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e., AODA and Canadian Anti-Spam Legislation [CASL]), and testing.
- Aptitude for translating technical concepts into simple language or visual schematics to facilitate the understanding of colleagues and leaders.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Intermediate to advanced use of current digital management tools including:
  - Email campaign software platforms
  - Google Analytics SEO tools // Enterprise SEO platform
  - Social Media // Enterprise scheduling platform
  - Content Management Systems (Drupal)
  - Project Management Software (Smartsheet)
  - Customer Relationship/Engagement Management Systems
  - Collaboration tools (MS Teams)
  - Apple Pages/ Apple Numbers
  - Microsoft Word / Microsoft Excel

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of departments and groups at all levels to deal with, influence, and motivate others in order to execute, integrate, and monitor a variety of email and digital communications strategies and to support the overall goals of MUR. Externally, provides clear written information for a variety of student audiences and project management with third-party vendors.

- 
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for providing expert advice to MUR colleagues and for successfully implementing and ensuring the quality of MUR email and digital communications initiatives, some of which are mission critical.
  - **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all future student email and digital communications strategies, including organization of resources, personal interactions and collaboration, workflow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.
  - **Physical and Sensory Demands:** Minimal demands, typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses. Occasional extended times of standing and walking during campus wide events and promotions.
  - **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.