

Job Description

Job Title:	Content Marketing Specialist
Department:	WatSPEED
Reports To:	Associate Director, Marketing and Digital Sales
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	June 2021

Primary Purpose

Reporting to the Associate Director, Marketing and Digital Sales the Content Marketing Specialist is a thought-leader and creative storyteller who plays a key role in the development and implementation of all activities associated with an integrated WatSPEED marketing and communications strategy. The incumbent is responsible for the development and implementation of day-to-day editorial planning, content strategy, and content production to advance the University's lifelong learning initiatives and enhance its reputation.

The incumbent will develop and maintain productive working relationships with colleagues on the WatSPEED team, along with partners in faculties, departments, schools, and units at the University of Waterloo in order to collaboratively plan content and strategically deploy multi-platform communications plans that provide just-in-time information to prospective learners and their key influencers at each stage of their decision-making process, mapped to the marketing funnel.

The incumbent is accountable for planning, evaluating, and reporting on the impact of marketing and communication initiatives, including but not limited to print, web, email, and social media campaigns. These campaigns are designed to inspire and engage prospective learners – mid-career professionals and executives – with each having a substantial and coordinated impact on the successful achievement of WatSPEED enrolment and revenue objectives.

Reporting to the Associate Director, Marketing and Digital Sales, in collaboration with colleagues in WatSPEED and campus partners, this role plays a major role in shaping lifelong learning initiatives that effectively build on the University's global brand and reputation, with a focus on compelling storytelling and effective copywriting. The incumbent will direct and execute the content plan with the support of a highly capable team of marketing and continuing education professionals, while seeking to align with institutional priorities, industry best practices, and audience preferences.

Key Accountabilities

Creating and optimizing content to achieve department goals

- Manages the execution of WatSPEED's multi-channel content strategy across a variety of platforms for domestic and international audiences, in order to ensure effective and timely messaging, implementation of best practices, and coordination of efforts across the team.
- Directs the day-to-day communications and editorial calendar for WatSPEED, identifying and delegating new opportunities as they arise. Maps content to the marketing funnel and makes data-driven decisions and adjustments to the evolving content marketing strategy.
- Identifies opportunities to diversify message deployment across print, digital, email, and social media, and facilitates a content-centric culture among the WatSPEED marketing team.

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- Partners with WatSPEED colleagues to conduct research, interviews, write, edit, and fact-check a variety of marketing materials in support of the overarching WatSPEED marketing plan.
- Works with colleagues to establish research objectives and create data analysis solutions to inform decision-making, strategy development, messaging, and budget spend; to determine the optimal methods of evaluating the effectiveness of the strategies for which they are responsible; and to ascertain and recommend the most effective enhancements.
- Applies an extremely high standard with regard to grammar, punctuation, and language usage, and for ensuring all materials safeguard the outstanding Waterloo reputation and position WatSPEED as an innovative, high-quality.
- Works closely with the Associate Director, Marketing and Digital Sales and Manager, Insights and Digital Sales to plan, develop, deliver, and evaluate integrated content marketing plans.

Collaborates, advises, and consults

- Works closely with WatSPEED team to ensure messaging is cohesive, consistent, and well-timed, and shares knowledge so all team members can incorporate new information into initiatives.
- Advises the Associate Director, Marketing and Digital Sales and Manager, Insights and Digital Sales and other team members with respect to new or evolving marketing strategies for lifelong learning.
- Interacts with the WatSPEED team, and partners in faculties, departments, schools, and units, with respect to scheduling campaigns and contributing to a holistic campus content plan.
- Interacts with marketing and communications professionals across the University to share best practices and research and seek opportunities to integrate communications efforts.
- Coordinates editorial calendar with colleagues across the Marketing and Digital Sales team to ensure the integration and consistency of messaging of marketing materials and to avoid duplication of effort and audience fatigue.
- Advises Creative Services on the WatSPEED brand and voice within marketing materials, and facilitates negotiations related to production schedules, vendors, and budget.
- With recognition and understanding of the disparate priorities of University partners, proactively establishes and fosters collaborative relationships with partners in faculties, departments, schools, and units in order to build consensus, and to co-ordinate the alignment of recruitment activities so that the needs of other areas are balanced with the effective marketing of WatSPEED.
- Represent WatSPEED at university-wide communications meetings, proactively providing expertise and insight with respect to marketing and communications and advocating on behalf of the lifelong learning audience.
- Develop positive relationships within and among WatSPEED and their primary stakeholders, and identify opportunities for internal collaboration and consultation with key departments such as University Relations, etc.
- Develop and build strong relationships and maintain a network with university colleagues involved in content marketing, email campaigns and social media.

Understands and applies current, relevant market research and institutional knowledge.

- Maintains a clear understanding of generational characteristics and the needs of prospective learners and their key influencers at every stage of the marketing funnel to enhance content strategies.
- Strategically reviews scholarly research to discern content of interest to WatSPEED target audience. Evaluates research discoveries to determine the most strategic and engaging approach to creating multimedia content that will be used across the University's communications channels.
- Conducts environmental scans to identify new approaches and assess new technologies to deliver content in new and innovative ways.

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<ul style="list-style-type: none"> Keeps fully informed and knowledgeable about all aspects of programs, lifelong learning, professional development, and continuing education and other issues related to mid-career professionals and executives. Works with the Digital Marketing Specialist to conduct competitor audits, marketing audits, and gap analyses to identify opportunities for new or amended engagement with the target audience. Works with the Marketing Manager to provide audience expertise to a variety of campus departments.
<p>Project manages workflow and business practices</p> <ul style="list-style-type: none"> Monitors, reviews and oversees internal communication practices to ensure that processes are effective, and proactively recommends new opportunities to build greater efficiencies across the department and with campus partners. Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined, and examined for communication and marketing activities as a basis for strategy development. Applies project management best practices and tools to accurately document all components of each campaign strategy for which they are responsible, and contributes appropriate updates to the overall WatSPEED strategic plan. Manages the department's editorial calendar to ensure transparency and deployment of strategic messaging. Collaborates with the Digital Marketing Specialist to develop and maintain consistent documentation and recording methods across all marketing projects.
<p>Other</p> <ul style="list-style-type: none"> Participate in WatSPEED events and webinars and in the administration of specific department-wide responsibilities, and other general and specific duties as may from time to time be determined. Maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.

**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

<p>Education</p> <ul style="list-style-type: none"> University degree in business, communications, advertising, marketing, media studies, journalism or equivalent combination of education and experience.
<p>Experience</p> <ul style="list-style-type: none"> 4+ years of experience in marketing and communications, specifically in the areas of content marketing, digital marketing, marketing insights, and account management/client service 3+ years of experience in writing/editing and content creation for social media, web, video and email campaigns 3+ years of experience in project management. Experience planning and driving thought leadership and business development marketing programs from inception to activation.
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none"> Extensive experience, proven ability, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.

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- Skill in promotional writing with a specialty with professional audiences, including experience in research to acquire an understanding of audience styles, approaches, and preferences.
- Knowledge of both traditional activities and new and emerging digital communications platforms and how they can be integrated across multiple marketing channels.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communications materials.
- Excellent written and verbal communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- 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.
- Knowledge of Content Management Systems (e.g., Drupal, OMNI)
- Knowledge of marketing for lifelong learning, continuing and professional development.
- Clear understanding of the influencing factors of WatSPEED's primary audiences: mid-career professionals and executives, and the most effective methods of communicating with them.
- Intermediate to advanced use of the following tools:
 - Social media (LinkedIn, Twitter, Instagram, Facebook, Snapchat) // Social Bakers
 - Project management software
 - Email marketing software (e.g., MailChimp)
 - SEO tools
 - Customer relationship/engagement management systems
 - Content management systems (e.g., Drupal)
 - Google Analytics Solutions
 - Microsoft Office Suite
- Essential: excellent written and oral communication 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 the social media and digital world (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 (e.g., AODA and Canadian Anti-Spam Legislation), 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:
 - HTML email campaign software platforms
 - Google Analytics Solutions
 - SEO tools
 - Social media (LinkedIn, Twitter, Facebook, Instagram) // Socialbakers
 - Content management systems (e.g., Drupal)
 - Adobe Creative Cloud
 - Project management software
 - Customer relationship/engagement management systems
 - Microsoft Office Suite

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 communications and marketing strategies and to support the overall goals of WatSPEED. Externally, provides clear written information for a variety of audiences and project management with third-party vendors.
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for successfully planning and delivering the communications strategy for WatSPEED and for providing expert advice on editing, audience perspectives, and marketing strategies.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing communications strategies, market research, 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 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.