

Job Description



Job Title:	Specialist, Campus Engagement
Department:	Registrar's Office, Marketing & Undergraduate Recruitment
Reports To:	Manager, Marketing & Campus Engagement
Jobs Reporting:	Supervisor, Visitors Centre
Salary Grade:	USG 9
Effective Date:	October 2017

Primary Purpose

The Specialist, Campus Engagement is responsible for the development and implementation of on-campus recruitment events and the overall operational support of the University of Waterloo Visitors Centre.

Trusted to develop and maintain productive working relationships with all faculties, departments, units, and schools (FDSU) in order to collaboratively create engaging, authentic, informative, and fun recruitment events on-campus, while providing support for off-campus and special events as they arise – working closely with MUR Recruitment partners.

Accountable for planning, project managing, delivering, evaluating and reporting on the impact of campus based recruitment initiatives such as campus tours, on-campus events, special event activations, and the Student Ambassador team. Adopting and applying industry best practices (hospitality, event management, education) and emerging technologies for authentic engagement through our work and campus activations.

Reporting to the Manager, Marketing & Campus Engagement and in collaboration with colleagues in the Registrar's Office, Marketing & Undergraduate Recruitment and campus partners, plays a major role in shaping undergraduate recruitment initiatives that effectively build on the University's global brand reputation.

Key Accountabilities

Campus Engagement Strategies

- Act as a lead Ambassador for the University of Waterloo. An excellent public speaker and presenter, prepared to speak on behalf of undergraduate recruitment topics when called upon.
- Remain aware of, and sensitive to, cultural, language, religious, political, and socio-economic factors in University of Waterloo's recruitment markets. Ensuring ability to speak credibly about all aspects of academic and university life to a variety of audiences.
- Expert in undergraduate recruitment and admissions, education systems, transition issues, and University of Waterloo's academic programs, co-op system of study, financing, residence, student life, and success after graduation.
- In collaboration with the Manager, Marketing & Campus Engagement, the Supervisor, Visitors Centre, Faculty Marketing & Recruitment teams and other MUR team members collaborate on undergraduate recruitment strategies and priorities.
- Lead campus-wide coordination of recruitment events in which FDSU would benefit from

collaboration and integration originating from MUR/Visitors Centre. Including activities such as on-campus recruitment events (Fall Open House, March Break Open House, You @ Waterloo Day), and other events/campaigns as they arise.

- Work closely with the Specialist, Marketing Insights to track and evaluate event analytics through various data sources such as online engagement, registration, and survey results.
- Supports a positive and informative Visitors Centre atmosphere that acts as the main welcome point for prospective students, key influencers, and other campus visitors. This includes supporting and mentoring the Supervisor, Visitors Centre and 50+ Student Ambassadors, ensuring authentic engagement and a memorable hospitality experience.
- Promote synergy with Student Ambassadors and Faculty Ambassadors – recruitment, hiring, training opportunities, best practices, and cross-campus partnerships.
- Ensure that University of Waterloo's branding and visual identity frameworks, messaging, and style guides are adhered to in all activities.

Collaborates, Advises, & Consults

- With recognition and understanding of the disparate priorities of on-campus partners, proactively establishes and fosters collaborative relationships with the FDSUs; to build consensus and coordinate the alignment of recruitment activities so that the needs of other areas are balanced with the effective marketing of the university as a whole.
- Liaise with campus partners across departments in collaborative efforts for campus engagement, marketing and recruitment visits, which may include working groups and committees.
- Work closely with the MUR partners responsible for on- and off-campus initiatives to ensure that marketing and communications initiatives and technical applications meet their needs.

Market Research & Institutional Knowledge

- In collaboration with the Specialist, Marketing Insights, research to identify prospective student needs to assist in meeting the university's undergraduate recruitment objectives via campus visit and engagement activities.
- Keep fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which s/he is responsible.
- Maintain a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the strategies for which s/he is responsible.

Leads, Motivates, and Mentors Staff

- Hires, supervises, and evaluates the personnel who report to him/her, including the management of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- For all staff who report to him/her, leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through a comprehensive training program.
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.

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- Provide training, support and materials for campus partners in: Campus Tours, Campus Visits, Student Ambassador Engagement, and Visitors Centre Operations.
- Maintains a robust campus network in order to appropriately refer specific inquiries or difficult/complex queries directly to the correct person or department. Determines when referral to Program Coordinators, Admissions or Records Assistants is necessary and recommends alternatives.

Operational Management

- Monitors, reviews, and oversees business best practices to ensure that business processes are effective, and proactively recommends new opportunities to build greater efficiencies across campus units.
- Assumes project management responsibilities for cross campus initiatives that benefit multiple campus partners which may include overseeing working groups, proposal writing, vendor procurement, resource allocation, etc.
- Responsible for managing the tour booking schedule, tour management and reporting through CRM, working in collaboration with faculties and university colleges.
- Responsible for the mass tour schedule and requests from all campus partners for visit dates and offerings. This includes but not limited to CRM setup and updating Future Students website.
- Applies MUR project management best practices and tools to accurately document all components of each particular marketing strategy for which s/he is responsible, and contributes appropriate updates to the overall MUR strategic plan.
- Creates Marketing Action Plans for all initiatives for which they are responsible, accurately document all components of their work to ensure transparency, communication, and accountability of all contributors.
- Support the development of the Visitors Centre operating budget. Develops and oversees operating budget to support campus recruitment events and activations. Responsible for inputting and maintaining accurate budgets for monthly reporting.
- Manage and supports the procurement process for external vendors to support cross collaborative initiatives with MUR and campus partners.

Other

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

Required Qualifications

Education

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

Experience

- 4+ years of experience in marketing and communications, specifically the areas of account management/client service, brand management, events and promotions.
- 3+ years of customer service experience with a proven track record of achievement and success.
- 2+ years of experience in project management.
- Experience planning and driving thought leadership and event marketing programs from inception to activation.

Knowledge/Skills/Abilities

- Excellent written and oral communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with communicating with varying audiences, prospective students and their influencers.
- Provide professional, timely, and accurate customer service to potential applicants, current students, graduates, staff, etc. This involves responding appropriately to all types of inquiries related to undergraduate admissions in person, over the telephone, via e-mails, or online chats.
- Ability to plan and manage events of various sizes; familiarity with large scale events an asset.
- Possesses a reputation for resourcefulness with a strong sense of accountability and initiative.
- Ability to apply creativity and recommend strategies for engagement initiatives in response to cultural and social trends.
- Experience using social media to enhance and support marketing and communications strategies.
- High level of knowledge of grammar, punctuation, and language usage; well-developed writing and proofreading abilities.
- Exceptional ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams while working with key business partners, volunteers and external agencies.
- 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. Flexibility, diplomacy, sound judgment, and relationship-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively.

Intermediate use of current digital management tools including:

- Project Management Software (Smartsheet)
- When to Work Scheduling // LEARN
- Customer Relationship/Engagement Management Systems
- Slack // Mattermost
- Google Analytics Solutions
- Social Media (Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
- Content Management Systems (Drupal)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint

Nature and Scope

- **Contacts:** Communicates with colleagues in a wide range of departments and groups and at all levels to recommend and ensure the execution and integration of a variety of engagement activities in support of undergraduate enrolment management goals.
- **Level of Responsibility:** Manages a university-wide function or process as senior MUR marketing and engagement strategist; has a significant impact on and consequences for the brand and

reputation of the university and for the achievement of institutional enrolment management and revenue goals.

- **Decision-Making Authority:** Continually makes decisions about the most effective methods of engaging, mentoring, and motivating all those involved and attending on-campus recruitment events. Along with how to best interact with all types of visitors to campus, and the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Client-focus office environment (up and down from desk), some lifting (brochure boxes, event supplies), and dealing with distractions in the work environment (interruptions from drop-in visitors). Requires exertion of physical and sensory effort resulting in slight fatigue, strain. Occasional extended times of standing and walking during campus wide events and promotions.
- **Working Environment:** Some overtime work required (events, ambassador training), some lack of control of work pace due to periods of high visit volume, and lack of privacy (open office environment). Involves minimal psychological risk resulting from potentially uncomfortable environmental conditions.