

Job Description

Job Title:	Specialist, Campus Engagement
Department:	Office of the Registrar, Marketing & Undergraduate Recruitment
Reports To:	Manager, Marketing & Campus Engagement
Jobs Reporting:	Supervisor, Visitors Centre
Salary Grade:	USG 9
Effective Date:	December 2022

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 Marketing & Undergraduate Recruitment (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. A proficient 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-

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campus recruitment events (Fall Open House, March Break Open House, You @ Waterloo Day) that see registration of up to 22,000+ guests, 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.
- 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.
- Provides advice and support to FDSUs in their implementation of FDSU-specific tours and on-campus events
- 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 Direct Reports

- Hires, supervises, and evaluates the personnel who report to them, including the management of interview committees, the selection of candidates, , manages performance through both formal (performance appraisal) and informal methods such as regular feedback, coaching and one-to-ones.
- For all staff who report to them, 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.
- Sets goals and expectations and helps employees create clear paths to success
- Supports Supervisor, Visitors Centre in recruiting, hiring, training, and performance management of 50+ Student Ambassadors
- Creates and maintains a work environment that fosters, recognizes, and rewards curiosity, courageousness, engagement, and belonging.

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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.
- Promotes continuous process improvement to ensure inclusivity and accessibility in all campus visits.

Operational Management

- Provides leadership, direction, and strategic planning for the Visitors Centre. This includes guiding staff with responding to 8,000+ annual phone and email inquiries and developing inclusive and accessible campus tour scripts and routes.
- Documents, 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 mass tour schedule and requests from all campus partners for visit dates and offerings. This includes but not limited to tour schedule setup, tour communications, reporting, and updating Undergraduate Programs website.
- Ensure appropriate back up, support and cross training to manage capacity.
- 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.
- Supports the development and oversight of the Visitors Centre and on-campus recruitment events operating budgets totaling \$250,000+. Responsible for inputting and maintaining accurate budgets for monthly reporting.
- Manages and supports the procurement processes for external vendors to support cross collaborative initiatives with MUR and campus partners.
- Lead the development of new capabilities required by the introduction of new systems, tools, or processes
- Develop productive, collaborative working relationships across the RO, external partners, and the University of Waterloo
- Lead the identification, development, and implementation of projects to improve student engagement, service quality, relationships, stakeholder satisfaction, timeliness, staff capability and performance
- Develop internal/external customer service standards, monitors satisfaction with service delivered and take action to restore and enhance service quality

Other

- Available some evenings and weekends for recruitment events and to provide on-call support for Visitors Centre.

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- 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.

**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, 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.
- Exceptional communications judgement and service mind-set to 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.
- Superior critical thinking and excellent analytical skills to enable immediate and appropriate assessment of Visitors Centre and campus event-related situations
- 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:

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- Project Management Software (Smartsheet)
- Tour booking software (Setster)
- When to Work Scheduling // LEARN
- Customer Relationship/Engagement Management Systems
- MS Teams
- Google Analytics Solutions
- Social Media (Instagram, Facebook, Twitter)
- 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; exhibits a high degree of professionalism vital to the role of University representative.
- **Decision-Making Authority:** Continually makes decisions that have a significant impact on the reputation of the University; continually makes decisions about the most effective methods of engaging, mentoring, and motivating all those involved and attending on-campus recruitment events; continually makes decisions about 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 moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions.