

Job Description

Job Title:	Associate Director, Graduate Studies and Postdoctoral Strategic Initiatives
Department:	Graduate Studies and Postdoctoral Affairs (GSPA)
Reports To:	Director, Graduate Studies and Postdoctoral Affairs
Jobs Reporting:	Manager, Graduate Marketing and Recruitment Manager, Professional Development and Experience Communications Officer Academic Officer Temporary staff as required
Salary Grade:	USG 13
Effective Date:	July 2018

Primary Purpose

The Associate Director, Graduate Studies and Postdoctoral Strategic Initiatives plans and advances marketing, recruitment and communications objectives for graduate studies and postdoctoral affairs at the University of Waterloo. The Associate Director oversees all communications strategies, including forms, websites and online presence. The incumbent writes key communications and reports for GSPA and senior leadership. The Associate Director plays a leadership role in setting all graduate and postdoctoral marketing and recruitment initiatives, including creation of a University of Waterloo brand.

S/he manages strategic priorities for graduate studies and postdoctoral affairs including the graduate student and postdoctoral experience. The Associate Director facilitates discussions of key strategic priorities with stakeholders across campus, and oversees, as well as acts as a facilitator for, discussions with leadership teams at the University, as well as town-hall discussions with graduate studies and postdoctoral stakeholders.

The Associate Director is responsible for the oversight of graduate studies and postdoctoral publications, including the Graduate Studies Academic Calendar and Postdoctoral Guidelines.

Key Accountabilities

Strategic Leadership

- Plans, directs and oversees strategic activity related to graduate students and postdoctoral fellow at the University of Waterloo
- Defines, implements and builds marketing and communications strategies, including the graduate studies and postdoctoral brand
- Develops and oversees implementation of programming to support a robust graduate student and postdoctoral experience, in alignment with institutional strategic priorities
- Has direct oversight of the Graduate Studies Academic Calendar, including program creation/program change management processes
- Responsible for graduate studies and postdoctoral policy/guideline publications
- Accountable for budgets that support marketing/recruitment, student/postdoc experience, communications/events
- Consults with and advises the senior leadership team on strategies and issues related to communications, marketing, recruitment, and student/postdoc experience

<ul style="list-style-type: none"> Plays a key role as a GSPA representative on ongoing and ad hoc committees to ensure that graduate studies and postdoc priorities are top of mind and are considered in the development of university-wide policies and initiatives
<p>Marketing and enrolment management</p> <ul style="list-style-type: none"> Responsible for providing leadership of the overall vision and marketing strategy for graduate studies and postdoctoral recruitment Ensures effective development of university-wide graduate strategic enrolment planning, including but not limited to research, competition, SWOT, and data analyses; also including the determination of appropriate financial and human resources to execute on strategies Oversees and directs the investigation, development, implementation and interpretation of research to guide and form the foundation of marketing and recruitment strategy development Accountable for the appropriate audience-focused assessment of institutional strengths to create key value propositions, combined with high-quality, innovative interpretations of the visual identity framework to create messaging that resonates with prospective students along the graduate enrolment management path Proactively seeks opportunities for, develops, and maintains synergistic relationships that support the success of enrolment management efforts, including maximizing central expertise and resources
<p>Communications oversight</p> <ul style="list-style-type: none"> Oversees the development, implementation, and evaluation of strategic communication plans that facilitates the achievement of graduate student and postdoctoral affairs strategies and tactics Ensures the effectiveness of all strategic communications related to graduate students and postdocs at various stages of the enrolment management funnel, including: prospects, current students/postdocs, alumni Oversees the development and implementation of an issues management communication strategy; works in collaboration with university stakeholders to ensure appropriate communication channels are in place to facilitate crisis communication plans Ensures the development and continual updating of any appropriate documentation, including but not limited to policies, procedures, forms, training manuals, databases, and systems
<p>Manages the overall experience of graduate students and postdoctoral fellows</p> <ul style="list-style-type: none"> Oversees the successful implementation of programming to facilitate a robust graduate student and postdoc experience at the University of Waterloo Researches, leverages and creates on and off campus resources to support research dissemination experiences for graduate students and postdocs Accountable for interpretation of research results and the communication of emerging trends to inform the development or modification of institutional strategies, budget and resource development Responsible for regular review of graduate student and postdoc policies, guidelines and procedures, specifically as they relate to the overall university experience
<p>Directs, motivates and mentors team</p> <ul style="list-style-type: none"> Hires, supervises, develops and evaluates a team of managers including the direction of interview committees, the selection of outstanding candidates, salary negotiations and any disciplinary action necessary Ensures effective leadership and change management, fair performance evaluations, job-related training and ongoing encouragement of professional (and personal) development Accountable for the creation and maintenance of a work environment that fosters, recognizes and rewards supportive mentorship, professional quality, respectful communication, creativity, and overall employee satisfaction

Required Qualifications

Education <ul style="list-style-type: none">• Bachelor's degree and/or equivalent work experience
Experience <ul style="list-style-type: none">• 7-10 years of experience in post-secondary marketing and communications or a related field• Proven proficiency as a strategic thinker and change management expert; demonstrated leadership and management experience• Proven experience to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment, characterized by competing priorities• Extensive experience in and knowledge of integrated strategies, including communications, marketing/recruitment and experience engagement/enhancement• Experience in managing multiple projects and competing priorities and overseeing and planning small and large scale projects
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Superior interpersonal skills including the ability to interact using tact and diplomacy while interacting with a wide range of internal and external contacts; ability to maintain confidentiality• Demonstrated level of maturity, competence and professionalism appropriate for interacting with senior administrators and external stakeholders outside the university (e.g. government, corporate and funding agencies)• Ability to create and maintain a positive, integrated and collaborative team environment• Ability to work independently and as a member of a team• Strong organizational, prioritization and analytical skills; proven ability as a problem-solver• Experience with MS Office programs and website and digital management• Knowledge of University of Waterloo policies and guidelines related to graduate students and postdoctoral fellows an asset

Nature and Scope

- **Contacts:** Contacts within and outside of the university; university stakeholders that support success of graduate students and postdocs; Manage confidential information and/or tact in sensitive situations
- **Level of Responsibility:** Senior management role within GSPA; oversees the development and implementation of key strategies including communications, marketing, recruitment and student/postdoc experience which impact University of Waterloo stakeholders. Responsible for managing staff.
- **Decision-Making Authority:** Makes decisions at the senior management level that have an impact on and consequences for the reputation and revenue of the university; has oversight of budget. Manages a team of professionals to support graduate student and postdoctoral communications, marketing, policy/guidelines, recruitment and overall experience.
- **Physical and Sensory Demands:** Extensive sitting Confinement to a work station; Walking to/from meetings; Concentrated and attentive use of one or more senses in creating, tabulating and analyzing data; Dealing with distractions (as part of office environment)
- **Working Environment:** Sitting at desk/computer work station. Occasional travel (conferences related to graduate and/or postdoctoral activities). Exposure to emotionally disturbing experiences and/or interactions with people who are upset, angry. Cultural sensitivities when meeting with diverse graduate students/postdoctoral fellows, including international graduate students/postdocs. Intermittent work outside the normal operating hours of the institution may be required.