

## Job Description

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<b>Job Title:</b>	Manager, Marketing & Brand
<b>Department:</b>	Marketing & Strategic Initiatives
<b>Reports To:</b>	Director, Marketing & Brand
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	May 2017

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### **Primary Purpose**

As part of the Marketing and Strategic Initiatives (MSI) team, and in collaboration with University Relations (UR) and cross-campus colleagues, the Manager, Marketing and Brand will work closely with the Director, Marketing and Brand to develop and deliver several key priorities including:

- Brand guidelines, tools, training and support;
- Multi-year marketing and brand campaigns; and
- Ongoing marketing and brand activities.

Key University objectives to contribute to:

- Increased University of Waterloo profile, reputation and brand preference with identified target audiences in planned target markets;
- Priority University outcomes including the support of revenue generation through student enrollment, funding and partnerships,
- Enhanced Waterloo pride, on and off campus; and
- Increased marketing and communications proficiency in University Relations and University-wide.

### **Key Accountabilities**

#### **Marketing and brand communications implementation**

- Manage development and implementation of University brand guidelines, applications, templates, tools, website, education and training etc. in collaboration with various working groups, individuals, agencies, UR and Marketing and Undergraduate Recruitment (MUR) colleagues, other partners, etc.;
- Collaborate as required to develop, manage, implement and sustain the University brand campaign;
- Lead brand asset (e.g. photography, video, advertising, logos, stories, etc.) development, management and dissemination;
- Plan, implement, monitor and evaluate ongoing cross-channel internal and external marketing and brand activities across owned, shared and paid media (e.g., websites, social media, print and digital advertising, publications, email/direct marketing);
- Collaborate with internal and external partners and stakeholders to plan, create, traffic and evaluate paid media tactics including print, digital, native and out-of-home (OOH) formats;
- Support the University rankings communications strategy including digital and print advertising and content marketing across rankings and other post-secondary-related channels (e.g. QS, THE, ARWU, Maclean's, AUCC, COU, Study in Canada); and
- Provide ongoing leadership and support to University-wide marketing and communications colleagues including communications planning, paid media coordination, creative and content development, and campaign analytics.

#### **Strategic planning and implementation activities**

- Work with the AVP MSI and Director, Marketing and Brand, project team and others in the development of marketing and brand plans including audience and market definition, environmental scans, content marketing strategy, paid media strategy, and cross-channel tactical plans;

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- Working with colleagues within UR and across campus to contribute to the development of an integrated brand and reputation research summary based on existing research insights as well as a plan for upcoming research activities;
- In collaboration with project team members and others, participate in the development and implementation of a UR-wide and University-wide content strategy; and
- In collaboration with UR colleagues, development of a cross-platform campaign analytics framework to establish benchmarks and ongoing campaign metrics for integrated marketing and brand campaigns including digital, print and direct touch points.

### **Relationship and Change Management**

- Maintain ongoing positive relationships with campus colleagues, partners, vendors and media relationship management related to key initiatives as well as day-to-day requirements.
- Relationship and change management will include providing leadership and support to campus colleagues (e.g., faculty, staff, students), in collaboration with UR, regarding the multi-phased implementation of the brand guidelines and brand campaign in University-wide applications.
- Enhancing working partnerships with closely aligned campus partners who are responsible for ongoing marketing and brand activities, including MUR, Graduate Studies and Postdoctoral Affairs (GSPA), Centre for Extended Learning (CEL), Advancement, Student Success Office (SSO), Co-operative and Experiential Education (CEE), faculties, colleges, and research centres and institutes.
- Maintain positive relationships within and among University Relations and its stakeholders, both internal and external, and identify opportunities for internal collaboration and consultation with faculties, colleges and departments on marketing and brand projects, and execution of developed plans.
- Build collegial relationships based on trust and mutual respect.

### **Collaboration and outreach**

- Develop positive relationships within UR and with its stakeholders, both internal and external, and identify opportunities for collaboration and consultation with faculties, colleges and departments.
- Ability to establish/maintain productive internal and external working relationships including:
  - University Relations staff;
  - Key campus colleagues including marketing and communications staff within faculties, MUR, GSPA, CEL, CEE, Institutional Analysis and Planning (IAP), SSO and Advancement; and
  - Key external partners including agency partners, market research providers and paid media publishers/vendors/partners.

*\*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**  
Post-secondary education, preferably in a field related to marketing and communications (e.g., marketing, communications, advertising, digital marketing).

### **Experience**

- 5+ years of experience in relevant marketing roles, with a focus on the development and delivery of integrated cross-channel (digital, print, direct) strategies, tactics and measures of success for internal and external audiences on a national and/or international level.
- Proven expertise in the development and implementation of strategic, integrated, results-driven marketing and communications activities for multiple audiences in a highly professional manner.
- Demonstrated understanding of current marketing and communications approaches and tools, with emphasis on digital and print paid media, direct marketing, websites, social media, video and mobile communications.
- Experience developing, implementing and evaluating integrated paid media (digital, print, native, paid social) including media planning, development of creative briefs and deliverables, trafficking and distribution,

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monitoring and evaluation, budget management, and negotiation with/of paid media vendors, systems and partners.

- Extensive experience in creating, editing, adapting, distributing and evaluating cross-channel content.
- Experience in advertising/digital copywriting is an asset.
- Experience identifying, developing, deploying and evaluating cross-platform content and working within a web content management system.
- Experience working within academic and academic support units, as well as working directly with students and/or alumni is an asset.
- Experience working with advertising, marketing or design agencies, on the client or agency side, is an asset.

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

- Excellent oral and written communication skills, including the ability to create and deliver presentations and training.
- Proven ability to manage a large volume of work while balancing conflicting priorities and deadlines.
- Project management experience, training and/or accreditation is an asset.
- Demonstrated ability to work collaboratively, build consensus and be sensitive to the needs and interests of various stakeholders.
- Proven ability to think strategically, work creatively and take initiative.
- Excellent team-building and relationship management skills.
- The ability to maintain confidentiality as required; sound judgement and tact.
- MS Word: Intermediate skills (e.g., internal/external marketing and brand documents including design and creative briefs, marketing and brand plans, etc.).
- MS Excel/SmartSheet: Intermediate skills (e.g. team-based budget management and project management requirements).
- PowerPoint: Intermediate skills (e.g., adapted marketing and brand presentations and workshops).
- Demonstrated experience using various social media platforms for communication and promotion (e.g. Facebook, Twitter, LinkedIn, Instagram), as well as web-based enterprise systems such as MS Office, CMS, CRM, etc.;
- Digital design knowledge and expertise is an asset (e.g. websites, email and advertising using Photoshop, Illustrator, InDesign); and
- Video production and distribution expertise is an asset.
- Keen sense of responsive client service.

### **Nature and Scope**

- **Contacts:**

Interacts with colleagues at all levels across the University to develop trust, rapport and promote collaboration.

Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University marketing and brand agenda.

- **Level of Responsibility:**

The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and brand strategies within a highly complex institution and competitive marketplace.

The incumbent requires understanding of new and emerging media and technology and is expected to bring innovative approaches, concepts and models to the planning, development and implementation of University marketing and brand.

Responsible for the successful implementation of high-priority brand review, refinement and redesign initiatives, which will include relationship management with UR team members, University partners (when applicable) and internal stakeholders (e.g., MUR, GSPA, CEE, Advancement, faculties).

Responsible for the delivery of UR's day-to-day marketing and brand activities.

- **Decision-Making Authority:**

Responsible for University-wide implementation of brand guidelines including development and delivery of digital and print tools and training. This is a primary University priority and will have a positive impact on the campus community as well as the external reputation of the University.

Decision-making authority to successfully deliver on identified accountabilities and goals for the brand refinement project as well as other marketing and brand activities.

- **Physical and Sensory Demands:**

Minimal demands that are typical of a position operating within a fast-paced, service-oriented office environment.

Extensive periods of sitting and concentrated use of the computer. Requires close attention to detail, thoroughness and accuracy.

Balancing of conflicting demands and deadlines, while accommodating interruptions to deal with pressing issues as they arise.

- **Working Environment:**

Minimal exposure to disagreeable conditions typical of a fast-paced, deadline-driven, marketing and brand role. Responsiveness is critical to the role. Working remotely and outside the normal operating hours of UWaterloo can be expected in this role.