

Job Description

Job Title:	Manager, Marketing and Digital Engagement
Department:	Office of the Registrar, Marketing & Undergraduate Recruitment
Reports To:	Director, Marketing & Communications
Jobs Reporting:	Specialist, Digital Communications; Specialist, Digital Engagement
Salary Grade:	USG 11
Effective Date:	November 2023

Primary Purpose

The Manager, Marketing & Digital Engagement is responsible for team leadership, operational oversight, and implementation of marketing and digital engagement strategies in support of the University's undergraduate domestic and international recruitment goals.

In close collaboration with the Manager, Marketing & Communications Strategy, and the Manager, Marketing & Campus Engagement, this role is accountable for creating and maintaining meaningful digital connections with MUR's target audience(s). This role is responsible for developing and executing digital marketing and lead generation campaigns across various online channels such as social media, email, website, and paid advertising.

Motivating and supporting a highly capable team of marketing and recruitment professionals and staying up to date with the latest digital marketing technologies and trends is a critical part of this role. This position is responsible for identifying opportunities for innovation in order to have a substantial effect on the achievement of the University's undergraduate enrolment management and revenue objectives.

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

Key Accountabilities

Strategic leadership of marketing and digital engagement strategies

- Develops and leads multi-platform digital strategies and campaigns, encompassing digital advertising, email campaigns, website management, analytics and social media.
- Ensure alignment with MUR's overall communications, marketing, and recruitment objectives, as well as the University's strategy, collaborating with internal stakeholders including the faculties, AFIWs, and ASUs.
- Recommends, develops, and manages a significant budget aligned with the successful achievement of MUR marketing and digital engagement goals.
- Develops and executes digital marketing strategies that resonate on both domestic and global scales, ensuring a consistent and impactful presence that reflects deep understanding of diverse global audiences, their cultural nuances, and preferences.
- Creates original digital content, including blog posts, articles, newsletters, paid digital advertising, videos, and social media posts in collaboration with the Manager, Marketing and Communications Strategy.

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- Oversees a content distribution network through social media, email, web, and digital marketing channels, managing an editorial calendar for improved effectiveness and collaboration.
- Provides expertise with respect to the Waterloo web content management system (WCMS).
- Partners with internal and external content managers, editors, designers, developers, and other University staff to ensure that MUR webpages are updated in compliance with institutional and government web and accessibility standards and that they adhere to best practices (e.g., AODA, SEO, IA, UX, etc.).
- Ensures that all marketing activities comply with relevant regulations and laws, such as GDPR (General Data Protection Regulation) or CASL (Canada's Anti-Spam Legislation).
- Engages, understands, and leverages customer databases and CRM tools to track and nurture Waterloo's relationships with prospective students.
- Promotes and enhances the organization's brand image and reputation in the digital space, ensuring brand consistency across all digital touchpoints.
- Works with the Manager, Marketing and Communications Strategy to develop key digital messaging, lead generation tactics, and support for recruitment travelers that position Waterloo as a global institutional leader and top choice for prospective students.

Leads, motivates and mentors staff

- Leads team responsible for strategy, content, design, analytics and maintenance of social media outlets, website, digital advertising, and email campaigns to leverage and manage digital resources strategically, ensuring that the Waterloo brand identity, reputation and messages are protected and presented consistently and effectively across all digital platforms.
- Hires, supervises, and evaluates the personnel on their team, including the management of interview committees, the selection of outstanding candidates, ~~salary negotiations~~, and any performance management necessary.
- Establishes opportunities for high levels of communication and collaboration within MUR, the University overall and with key stakeholders.
- Supports team building within MUR, the Registrar's Office, and across campus.
- Leads collaborative projects among the team, 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, and creativity.

Collaborates, Advises, Consults, Educates and Builds Consensus

- Leads and educates colleagues regarding official MUR social media accounts, email campaigns, digital advertising, and websites. Ensures these digital properties contribute effectively to the MUR strategy, overall online community and adhere to the brand.
- Engages collaboratively with subject matter experts on the MUR team and across campus on projects involving paid online media, search engine marketing, digital partnerships, etc.
- Develops, oversees, and shares innovative approaches for all digital engagement platforms with campus stakeholders, as well as keeping abreast of emerging social media platforms and trends.
- Participates 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.

Reporting, Insights & Understanding

- Tracks and reports on the impact of strategic aspects of MUR's digital presence and ensures excellence and consistency of messages and approach across MUR.
- Monitors online communities, student blogs and other various media for content that may harm the University's reputation as well as emerging trends using advanced technology.
- Analyze and track key performance indicators (KPIs) such as website traffic, conversion rates,

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click-through rates, and social media engagement to make data-driven decisions and optimize strategies.

- Create and maintain meaningful connections with target audiences, understanding target audience demographics, behaviors, and preferences to develop strategies that resonate with them.
- Lead the measurement and reporting of our digital assets and platforms across MUR.
- Maintain a strong understanding of different prospective student audiences. Use this knowledge to ensure the tone, language and format of digital communication is easily accessible and effective.
- Analyze and segment audiences to target communication effectively via social media, mass email and other channels as needed. Use segmentation and mapping techniques to identify target audiences and potential partners.

Influence and impact

- Explore digital engagement data and trends to understand the context for effective communication with target audiences, identify challenges and barriers and suggest actions for improvement.
- Develop and deliver the overall evaluation approach for digital marketing and engagement strategies, using relevant tools and guidance.
- Provide effective leadership to campus leaders, marketers, and recruiters to realize digital marketing and communications campaigns and plans.
- Work collaboratively across all units of MUR, the RO, and campus recruitment partners.
- Provide day-to-day leadership and guidance to digital marketing colleagues across campus as required.

**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, marketing, advertising, media studies, or equivalent combination of education and experience.

Experience

- 5-7+ years in an intermediate digital marketing role executing content strategies across a number of digital channels, including use of related content and analysis tools.
- 3+ years of experience in leading digital content teams that include web, social, and video, including setting goals, developing plans and tracking performance.
- 3+ years of experience in team leadership and project management.
- Proven success in the development, planning and implementation of digital marketing and engagement strategies.
- Knowledge of different demographic segments, such as Generation Z, and their unique preferences, behaviors, and values is an asset.
- Strategic digital experience in a post-secondary education institution or similar highly matrixed organization is an asset.

Knowledge/Skills/Abilities

- Strong leadership and strategy-building skills.
- Exceptional relationship building, interpersonal, collaborative and creative skills.
- Effective time management skills, ability to multitask, confidence in decision making under pressure.

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- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e., AODA and Canadian Anti-Spam Legislation [CASL]), and testing.
- Previous experience supervising employees, developing and managing budgets..
- An advanced understanding of digital behavior and the ability to apply these insights to develop better digital experiences with an understanding of how paid, owned and earned media interact.
- Ability to ensure the strategic and tactical use of digital channels to leverage our differentiators to enhance the University's reputation and further inform and engage stakeholders. Discretion to identify risk and opportunities in user-generated content.
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis.
- Critical thinking and analytical skills to understand the complex nature of higher education and the issues of concern to stakeholders.
- Effective interpersonal and written communication skills. Ability to quickly produce and distribute quality, thoughtful, creative and engaging content.
- Keen sense of responsive client service.
- Advanced skills in digital marketing content and analysis tools.
- Essential: flexibility, diplomacy, sound judgment, and relationship-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively.
- Intermediate to advanced use of current digital management tools including:
 - Google Analytics and Google Ads
 - SEO tools
 - Social Media (Meta, X, Snapchat, TikTok, YouTube)
 - Content Management Systems (Drupal)
 - Adobe Creative Suite
 - Project Management Software (Smartsheet)
 - Collaboration Tools (MS Teams)
 - CRM
 - Apple Pages // Microsoft Word
 - Apple Numbers // Microsoft Excel
 - Apple Keynote // Microsoft PowerPoint

Nature and Scope

- **Contacts:** Internally, 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 digital communications strategies in support of the overall RO mission and goals, including communication with a number of on-campus audiences; externally, responsible for accurate and effective communication with a variety of outside audiences to deal with, influence, and motivate others to achieve university goals.
- **Level of Responsibility:** Manages a university-wide function or process; as a senior MUR marketing 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 developing and operationalizing MUR digital marketing and engagement strategies, including market research, organization of staff and resources, personal interactions and collaboration, workflow, consultation, budget, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.

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- **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.
 - **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.