

Job Description

Job Title:	Engagement Specialist
Department:	CEE Business Service
Reports To:	Employer Engagement Manager
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	May 2018

Primary Purpose

The Engagement Specialist plays a key role to help maintain and increase student employment with our existing employer base through engagement and recognition across Canada, the United States and internationally. Working with colleagues within Co-operative and Experiential Education (CEE) and also with campus partners such as Advancement, Alumni and others, the incumbent will lead the collaborative development of a sustainable and robust employer engagement and recognition framework and implementation plan. Building strong affinity with our employers will add to the University of Waterloo's reputation for leadership and excellence in Co-operative Education through exceptional employer partnerships and employer champions.

Key Accountabilities

Develop a sustainable employer engagement framework inclusive of an employer recognition plan in alignment with the strategic Communications, Engagement and Digital Experience plan and priorities to support ongoing student employment from our existing employer base and to foster employer retention and loyalty.

- Develop a methodology to assess the current state of employer engagement and recognition across the CEE portfolio
- Consult with subject matter experts to how to gather insight and data that will contribute to developing a sustainable framework and multi-year plan
- Co-ordinate and facilitate focus group and individual meetings with key stakeholders as part of the engagement framework and activity plan development
- Gain insight from CEE teams and employers to understand what is of most value to them in their relationship with Co-operative and Experiential Education
- Differentiate and define employer segments based on findings
- Develop and define success criteria and create measurement plan for a sustainable employer engagement framework
- Share findings within CEE and solicit feedback and input on direction for the employer engagement framework
- Review and re-assess assumptions, insights and data on a regular basis with key stakeholders for continuous improvement

Lead the implementation of the multi-year engagement and recognition tactical plans across all regions

- Lead the implementation of employer engagement activities including webinars, peer-2-peer meetings, online discussion forums, social media, networking events, etc.
- Develop and implement targeted employer campaigns and materials to retain and engage our existing employer base

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- Develop success criteria and establish monitoring and measurement processes and practices to assess the value of activities to employers
- Co-ordinate and liaise with external vendors where required
- Assess key success indicators to monitor and evaluate effectiveness of each tactical element and campaign
- Solicit feedback and input and outcome evaluation to improve results on a regular basis

Develop and manage budget associated with employer engagement and recognition activities

- Implement all activities on budget and assess areas for cost savings
- Negotiate with vendors to maximize our investment
- Develop and manage agreements and contracts with external vendors as required
- Explore sponsorship opportunities for employer sponsorship of CEE hosted events
- Research, seek input and ultimately manage commitment for CEE to sponsor key strategic events to promote the presence of Co-operative Education and the University of Waterloo at priority industry or association events.
- Work with the finance unit within Co-operative and Experiential Education (CEE) to implement effective processes to manage sponsorship of CEE hosted events

Contribute to building strength, resilience and a positive working environment across the Communication, Engagement and Digital Experience team, Co-operative Education, and within CEE

- Share knowledge and plans with the Communications and Marketing team, across the Co-operative Education department and across the Co-operative and Experiential Education unit
- Regularly provide constructive feedback to the Employer Engagement Manager on potential improvements to practices, processes or situations
- Coach and mentor co-op students and other team members to increase effectiveness, improve efficiency and introduce new/enhanced processes and practices
- Assist team in managing workload across the team including taking on temporary additional work for a limited time when requested by manager
- Represent Co-operative Education and CEE at internal and external events when required
- Uphold the University of Waterloo's Basic Principles

**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 undergraduate degree in communications or marketing, human resources or related discipline required.
- Post-secondary diplomas or courses in event management, public relations, marketing or communications preferred

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Experience

- At least 5-7 years of experience in a marketing or account management role with national accountabilities
- Solid understanding, experience, and successful track record with:
 - Customer lifecycle management
 - Loyalty, recognition and reward marketing programs
 - Customer segmentation and targeted marketing approaches
 - Sponsorship programs
 - Event management
 - Utilizing emergent social media and new media communications to engage stakeholders in robust dialogue and interaction

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- Experience working within a corporate workplace and an understanding of the various corporate functional areas
- Experience in coaching, mentoring and managing co-op students

Knowledge/Skills/Abilities

- Solid research skills using face-to-face interviews, the internet or phone
- Strong knowledge of strategic talent management and campus recruitment
- Must be a systems-thinker with experience working successfully within a highly-matrixed organization to maximize all opportunities to meet priorities
- Outstanding detail-orientation is imperative for success in this role
- Excellent marketing writing and presentation capability
- Knowledge of Co-operative and Experiential Education and or a similar organization is desirable
- Excellent working knowledge of MS Office, LinkedIn and other social media

Nature and Scope

- **Contacts:** *Internal:* The Employer Marketing Specialist interacts with co-workers across the department to gather input for the strategic development of the employer engagement and recognition framework and to evaluate project success and how to improve on an ongoing basis. The incumbent will work with a wide range of campus partners such as Alumni, Advancement, the Office of Research, etc., to collaborate and ask for input for planning and evaluation of activities *External:* The Marketing Specialist deals with and negotiates with vendors for the high quality production of materials from printing materials to the production of branded items. The Marketing Specialist also interacts frequently and consistently with employers.
- **Level of Responsibility:** The Marketing Specialist role has specialized work with minimal supervision and has direct reports reporting to it. The incumbent provides support to the Communications and Marketing team projects and may take on specific assigned tasks or projects outside of their planned work to help manage workloads across the team. The Employer Marketing Specialist coaches to the co-op students hired as part of the team. The Employer Marketing Specialist demonstrates leadership through loyalty marketing best practices within the university community. This position may participate in the co-op student hiring and evaluation process two times a term. The Employer Marketing Specialist may manage a co-op student on a daily basis.
The Employer Marketing Specialist will interact and build dialogue with our employers on a frequent and consistent basis through the various elements within the engagement and recognition plans.
- **Decision-Making Authority:** The Employer Marketing Specialist makes decisions related to creating the employer engagement and recognition plan and implementing it in alignment with the Communications and Marketing strategy. The incumbent makes decisions about how to allocate expenditures and manage within a budget for all elements associated with the engagement and recognition plans from venue reservation, logistics management, promotional product ordering and vendor agreements. The incumbent may also manage freelance resources from time to time to support their work (e.g. photographers, designers, etc). The Employer Marketing Specialist manages the end-to-end production of engagement and recognition activities from writing and sharing the project brief with the project team, to meeting project targets and the successful delivery of the project including all elements. When quality concerns, budget issues, timing issues or relationship management issues arise, they are escalated to the Manager, Marketing Outreach for resolution.
- **Physical and Sensory Demands:** The incumbent must be able to work amidst constant interruptions from phone calls or emails, or questions from colleagues or co-op students working around them. The Employer Marketing Specialist must deliver exceptional quality outputs through meticulous attention to detail and meeting very high production standards. This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury.

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- **Working Environment:** This role is office-based and is not suitable for regularly working from a remote location. This role involves planned, occasional travel across Canada and the US for marketing events. There will be occasional unusual hours such as early mornings, late evenings or weekends which may disrupt the incumbent's personal life considerably. At times, the workload is high and fast-paced requiring extended work hours to meet deadlines. Meeting deadlines is critical to success in this role. The incumbent will be required to contribute to helping manage high workloads across the team by taking on assignments as requested by the manager. This role involves minimal psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions.