

## Job Description

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<b>Job Title:</b>	Manager, Marketing and Communications
<b>Department:</b>	Athletics and Recreational Services
<b>Reports To:</b>	Associate Director, Business Operations
<b>Jobs Reporting:</b>	Communications and Game Day Coordinator, Marketing Coordinator, and Manager, Social Media and Branding
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	May 2020

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### **Primary Purpose**

The Manager, Marketing and Communications is accountable to the Associate Director of Business Operations and is responsible for setting strategic direction for the Marketing and Communications team. This includes responsibility for creating and executing a yearly marketing plan while developing strategies to communicate the department mission, vision and values to stakeholders. The Manager, Marketing and Communications will lead the strategic planning and oversight in the areas of marketing, communications, ticketing, sponsorship, branding, game day operations, media relations, special events and community outreach with the goal of raising the level of awareness for Warriors Athletics and Recreation on and off campus.

### **Key Accountabilities**

#### **Strategic Leadership and Planning**

- Create, manage and analyze the Warriors Marketing and communications strategy to ensure effectiveness. Strategy to be created with assistance from Associate Director, Business Operations for areas including ticketing, sponsorship, branding, special events, communications and community outreach.
- Create yearly promotional plan for recreation programs and varsity special events in order to increase the profile and reputation of the department along with communicating wellness messaging provided by the Senior Manager, Wellness and Active Living.
- Provide leadership and strategic vision to the marketing and communications team along with goal setting for all areas.
- Provides financial oversight of resources available to the marketing and communications team and is responsible for the strategic and appropriate use of budget.

#### **Sponsorship**

- Develops a sponsorship sales plan for increasing revenue in a cost-effective manner.
- Responsible for soliciting, cultivating and stewarding of positive relationships with sponsors.
- Works with Advancement in order to appropriate clear and define corporate relationships with Athletics and Recreation.
- Identifies and creates sponsorship inventory opportunities to propose to prospective partners.
- Secures and retains annual sponsorships to enhance department programs and services.
- Develops contracts that define the relationship and delivers on expectations that service both the sponsor and the department.

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- Develops policies while providing guidance and supervision to other areas within the department with regards to sponsorship including, but not limited to, team specific and club sponsorships.

### **Relationship Management and Staff Development**

- Cultivates and stewards strong working relationships and partnerships with other key departments on campus to identify strategic opportunities for collaboration to increase communication and enhance resources available to students.
- Engages in consultation and collaboration with department leadership to create strategic direction for the marketing and communications team.
- Ensures strong relationships are created and maintained with all department sponsors and partners.
- Responsible for leadership, performance and development of Communications and Game Day Coordinator, Marketing Coordinator and Manager, Social Media and Branding.
- Oversee development of a strong, sustainable student-leadership model that empowers and develops student leaders.

### **Special Event Management**

- Responsible for planning and execution of major department events including not but exclusive to University of Waterloo President's Golf Tournament, President's Academic Reception, Athletics Banquet, Warriors Student Leadership Reception, Warriors School Day, Battle of Waterloo games.
- Oversight of events and programs being executed by the Marketing Coordinator.
- Identifies and measures the metrics to evaluate the effectiveness for events, streamlining existing processes when needed.

### **Community Outreach**

- Leads the planning and oversees implementation of outreach strategies to increase support of the Warriors brand within the Waterloo Region.
- Oversees the Warriors Team-Up Outreach program that is executed by the Marketing Coordinator.
- Creates and maintains a calendar of outreach activities for Warriors student-athletes to increase participation in the community.
- Responsible for youth community teams ticketing programs and initiatives to increase support from local community teams by bringing them to campus.

*\*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**

- Bachelor's degree required in related field, or equivalent combination of education and experience. Master's degree preferred.

### **Experience**

- Previous experience developing strategies for and executing sponsorship servicing.
- Minimum 5 years of experience in event management required.
- Minimum 2 years of experience with ticketing.

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- Experience with cash handling and budget management.
- Experience recruiting, developing and leading staff and volunteers.
- Budget management experience necessary.

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

- Knowledge of the university, OUA and U SPORTS environments is an asset.
- Excellent time management, organization and prioritization skills and ability to manage multiple and simultaneous projects and deadlines.
- A high level of professionalism, a positive attitude and the ability to meaningfully engage with a variety of people on and off campus.
- Ability to take initiative, show resourcefulness and be attuned to the needs of various groups/individuals.
- Familiarity with MS Office products (Word, Excel, PowerPoint) and Email marketing software (Emma/MailChimp, etc.).
- Strong communication skills – oral and written.
- Standard First Aid.

### **Nature and Scope**

- **Contacts:** This position will work in a collaborative environment and will have significant interactions with various key stakeholders. Internally, they will interact and liaise with all members of the Athletics and Rec Department, current students and colleague across campus including staff and faculty. Externally, this position will interact and liaise with sponsors, alumni, local youth sport organizations, Warriors supporters and counterparts within the OUA and across U SPORTS. This position oversees the Marketing Coordinator and provides guidance to the Game Day Coordinator and Social Media and Brand Manager.
- **Level of Responsibility:** This position is responsible and accountable for the overall results of the marketing and communications team. As the lead in this area, it is expected that this individual drive strategy for all areas mentioned. This position is also responsible for hiring, training, developing and evaluating the full-time positions on the team including the Communications and Game Day Coordinator, Marketing Coordinator and Manager Social Media and Branding.
- **Decision-Making Authority:** This position has significant decision-making authority for all accountabilities related to the marketing and communications team. These types of decisions include: staffing decisions, business process decisions related to resource generation and allocation, workload/priority management, and budget management. This position makes recommendations to the Associate Director, Business Operations about opportunities that impact both the incumbent's and colleagues' functional areas within and beyond the department.
- **Physical and Sensory Demands:** The majority of time this role is based within an office setting and involves minimal physical demands, and moderate sensory effort resulting in slight fatigue, strain, or risk of injury. During events there is the potential for extensive standing, lifting, carrying and/or handling objects as some physical lifting of supplies and set up will be required.
- **Working Environment:** This role is exposed to stress and pressure associated with positions that are responsible for staff. The role involves minimal-moderate exposure to psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. There may be unusual hours or schedules, multiple and/or tight deadlines beyond one's control and constant interruptions (i.e. phone calls, emails, and unplanned but urgent service requests) that are impacted by varying student volumes at different times of the year.