

Job Description



Job Title:	Director, Marketing and Communications
Department:	Office of the Registrar
Reports To:	University Registrar
Jobs Reporting:	Manager, Marketing and Communications Strategy Manager, Marketing and Campus Engagement Manager, Marketing and Digital Engagement Manager, Business Process
Salary Grade:	USG 14
Effective Date:	November 2023

Primary Purpose

The Office of the Registrar (RO) is accountable for the recruitment and admission of undergraduates, management of financial aid and scholarships, enrolment services (including academic policy, scheduling and final examinations), systems and administrative support, and the Student Service Centre. The Director, Marketing and Communications is a key member of the senior leadership team in the RO.

The Director is accountable for the marketing and communication vision and strategy to support undergraduate recruitment, enrolment (and budget) objectives. This mission-critical work requires close collaboration with the Director, Undergraduate Recruitment. They engage with campus stakeholders to lead, coordinate, and evaluate recruitment activities across departments and programs, targeted at a wide range of domestic and international prospective students.

Together, the Directors engage with and advise campus leaders related to enrolment management goals and provide expert advice on undergrad marketing and recruitment strategies. They must influence and lead these often-disparate Faculty plans, without direct authority, for the benefit and success of the overall institutional goals.

Working with senior stakeholders from the Faculties, Affiliated and Federated Institutions of Waterloo, Academic Support Units, and others as needed, the Director exercises an organization-wide leadership role by fostering campus engagement and specific tactical guidance to drive the creation of consistent, high-quality content, materials, and experiences that reinforce University differentiators and inspire high school students to choose Waterloo.

The role covers a broad set of responsibilities requiring expertise in strategic planning, team leadership, marketing and working knowledge of website best practices, social media and digital marketing, event planning, as well as communications design, development and execution.

Key Accountabilities

Develop and lead marketing and communications vision and strategy to support domestic and international undergrad recruitment objectives

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| <ul style="list-style-type: none">• Through engagement and consultation with campus stakeholders, especially within the Faculties, lead and coordinate overall, integrated University marketing and communication |
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strategy for recruiting and admitting high-quality domestic and international undergraduate students (from outreach to awareness to application and offer acceptance)

- Interpret the University's positioning and visual identity frameworks and ensure the effective positioning of Waterloo in the minds of a younger audience, prospective students, and key influencers
- Influence and contribute to institutional marketing, branding, and communication strategies; assess institutional and departmental evolving value propositions and align strategies for the prospective target audiences
- Stay abreast of campus initiatives, events, programs, and policies, as well as university transition and pathway programs, exchanges, experiential opportunities, English language programming, and scholarships in order to frame and leverage these to build awareness and interest in Waterloo
- Engage with the Admissions team and campus stakeholders, especially within the Faculties, to lead, influence, and coordinate marketing and communications activities related to recruitment and admissions across departments and programs; provide expert advice, consultation, and education with respect to the overall positioning of Waterloo and effective marketing, recruitment, and admissions in general
- Provide leadership for digital, print, and experiential marketing tactics and ensure alignment of tactics to the motivations and characteristics of prospective audiences (domestic and international, students, families, counsellors, influencers)
- Leverage all relevant opportunities to showcase the University, its programs and opportunities via technology, web, social media, print, advertising, events, and other tactics as appropriate and supported by research and data

Ensure ongoing analysis, evaluation, and research related to marketing and communication strategies to support undergrad recruitment

- Ensure ongoing evaluation and assessment of the effectiveness of marketing strategies to confirm that value propositions and key messages resonate with target audiences and that financial and human resources are optimally deployed
- Develop research plans to inform strategic marketing and communications goals, and ensure the exploration, development, collection, and interpretation of appropriate communications and on-campus visits research
- With the Director, Undergraduate Recruitment, develop analyses and reports to share strategic recruitment plans and performance metrics, along with communication strategies to disseminate to senior leadership and key campus stakeholders
- Manage critical partnerships with external stakeholders (e.g., the Ontario Universities Application Centre, school counsellors, other universities, Indigenous organizations, etc.)
- Maintain up-to-date awareness (for self and team) of national and international trends in post-secondary education, external factors that may influence Waterloo's reputation, best practices in communication, marketing for recruitment, and the identification of key competitors and their marketing activities
- Advise senior leadership of concerns or opportunities that should be addressed in a timely manner in order to maintain the University's reputation in the minds of prospective students and their families (this might relate to any aspect of the campus, including housing, scholarships, student services)

Team Leadership

- Lead and develop a dynamic team of marketing and communications professionals (staff recruitment, performance management, professional development, succession planning)

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- Ensures particular professional development attention is given to matters of equity and anti-racism as well as cultural awareness and sensitivity, language, religious, political, and socio-economic matters related to marketing in target markets
- Ensure that the campus Visitors Centre and team provide a vibrant first experience and positive impact for prospective students and their families, as well as other visitors to campus
- Manifest and mentor a positive workplace culture of collaboration, curiosity, and continuous improvement
- Ensure all team members keep fully informed and knowledgeable about all aspects of programs, admissions, campus life, success after graduation, and other issues related to undergrad prospective students, applicants, and admitted students, including all relevant research and communications
- Implement and lead collaborative teams across campus departments, as appropriate, to build awareness, advocate, and coordinate marketing and recruitment initiatives
- Effectively steward and manage the unit's budget and resource allocation

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 or equivalent combination of education and experience required
- Post-graduate degree in marketing, communications, public relations or related field is an asset

Experience

- 10-15 years of experience in post-secondary marketing and communications or a related field
- Proven proficiency as a strategic thinker and change management expert, skilled in creating and evaluating evidence-based strategic recruitment or enrolment plans
- 3-5 years of leading managers/leaders of teams; coaching, mentoring, developing managers and teams
- Proven ability to evaluate and manage initiatives and 7-figure budgets for measurable results in the face of rapidly changing circumstances
- Demonstrated leadership experience and proven ability to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment
- Extensive experience with and knowledge of integrated communication strategies; domestic and international undergraduate recruitment and admissions and factors that affect them; national and international education systems; enrolment management; and issues related to transition to university

Knowledge/Skills/Abilities

- Strong understanding of the student/customer lifecycle and its applications to lead generation, conversion, and retention

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- Ability to strategically organize and coordinate marketing and lead generation across multiple contexts/programs/markets
- Comprehensive understanding of integrated marketing strategies including brand and its various applications; leveraging institutional positioning and visual identity frameworks into effective strategic initiatives; the incorporation of traditional and emerging technologies and tools into those initiatives; conducting market research
- Superior oral and written communication skills, including proficiency in public/promotional speaking and the ability to write effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communications
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- Demonstrated ability to create and maintain a positive, integrated, collaborative team environment
- Essential: tact, diplomacy, and the ability to influence and motivate others; superior level of diplomacy to deal effectively with a wide variety of on- and off-campus audiences

Nature and Scope

- **Contacts:** Internally, communicates with colleagues across the university in all groups and department and at all levels to deal with, influence, motivate, and gain buy-in in order to develop, direct, and ensure the implementation of undergraduate enrolment management and communication strategies, employing superior interpersonal skills for the successful organization and direction of the marketing and communications teams; externally, conducts critical communication and negotiations with a wide variety of organizations and governmental and private stakeholders to deal with, influence, and motivate others; exercises diplomacy and demonstrates superior interpersonal skills in welcoming visiting dignitaries.
- **Level of Responsibility:** As a senior director, accountable for the development and success of the overall planning, prioritization, and management of the marketing and communications teams in support of undergraduate recruitment and the related strategies; as well as for informing the direction of university-wide policies that impact enrolment management; expected to provide collaborative leadership and expertise with respect to national and international recruitment, marketing, and enrolment management strategies across campus; and to exhibit a vitally important high degree of mature and credible professionalism as a representative of the university both internationally and in Canada.
- **Decision-Making Authority:** Makes decisions at the senior executive level that have a significant impact on and consequences for the reputation and revenue of the university among prospective students, their families and influencers, the success of undergraduate enrolment management efforts; and the organization and management of staff; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; sometimes unusual hours/schedules; requirement to remain physically and mentally alert, enthusiastic, and cheerful under pressure.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a leadership position exposed to stress and pressure associated with senior level responsibilities and intermittent work outside normal operating hours of the institution.