

# Job Description



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<b>Job Title:</b>	Manager, Business Development & Marketing
<b>Department:</b>	Print + Retail Solutions
<b>Reports To:</b>	Director, Print + Retail Solutions
<b>Jobs Reporting:</b>	Marketing Coordinator
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	August 1, 2019

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## **Primary Purpose**

The Manager, Business Development & Marketing is responsible for creating new opportunities to expand Print + Retail Solutions' (P+RS) revenue sources. The incumbent leverages existing channels including e-commerce and in-person customer liaison, as well as creating new channels and reaching out to new customers. This position is expected to exhibit proactive and collaborative planning and innovative thinking, and to employ inventive strategies to achieve revenue growth.

In addition, the incumbent oversees the strategic planning, successful execution and effective project management of high-quality, collaborative and cutting-edge, all-channel marketing initiatives to support a cohesive brand for P+RS.

## **Key Accountabilities**

### **Leadership & Collaboration**

- Contributes to goal-setting and strategic planning for the department as a member of the P+RS Leadership Team, and implements those plans and goals within his or her area
- Assists in the creation of and adherence to P+RS' standards of excellent customer service
- Ensures effective communication of departmental direction and initiatives to direct reports by establishing transparency through shared P+RS goal setting
- Proactively participates in P+RS project prioritization and reviews it on an ongoing basis, while taking the initiative to make recommendations to the Director with respect to potential customer service and conversion improvements to increase sales and profitability
- Models the values of the P+RS department and the priorities of the Management Team in interactions with internal and external partners
- Interacts regularly with the Management Team and all P+RS staff, supporting cross-promotion of products and services and cohesive messaging
- Establishes and maintains strong partnerships and relationships with units throughout the university and the affiliated colleges that help P+RS achieve its goals, while ensuring that P+RS is represented professionally
- Leads cross-functional teams to ensure optimal teamwork and execution of marketing plans and campaigns across all channels (stores, e-commerce, social media)

### **Business Development**

- Develops new relationships and seeks out new campus partners to expand P+RS' revenue base
- Uncovers or proposes business opportunities by working closely with partners to understand their needs, discovering and exploring opportunities to grow revenue
- Analyzes potential business opportunities by conducting market and customer research – studying benchmarks, best practices, customer strategies and business requirements – and by evaluating options and priorities and/or removing barriers
- Develops partnership strategies by studying and understanding integration of customer goals/strategies

and needs with P+RS' business strategies, capabilities and operations; evaluates associated risks and potential benefits of these strategies

- Works closely with the managers of each business unit to build solid growth plans, and secures new business opportunities by coordinating customer requirements with the right P+RS' resources
- Identifies trendsetting ideas by researching related events in the sector, publications and announcements, and by tracking individual contributors and their accomplishments
- In consultation with the Leadership Team and the Marketing Coordinator, develops strategies to build customer loyalty and strengthen the W Rewards loyalty program

### **Strategic Planning & Analysis**

- Establishes long-term multi-channel sales and marketing plans to meet annual growth targets
- Leads the strategic development and execution of annual marketing plans, with a goal of increasing sales and customer loyalty, and advancing the brand objectives across all channels
- Analyzes e-commerce site traffic and consumer behaviour; tracks revenue and sales to inform strategic decision-making for the P+RS websites and e-commerce platform
- Monitors and reports on online sales performance, customer acquisition and retention, social media and marketing initiatives
- Measures effectiveness of marketing and sales strategies to accelerate growth in all sales channels

### **Marketing & Brand Communications**

- Works to ensure consistent messaging and voice for P+RS in all communications plans to elevate and build the department's reputation
- Oversees P+RS' branding and visual identity messaging, and ensures style guidelines are consistent in all communications, both print and online
- Ensures the development of a robust calendar of events, promotions and product features, both in-store and online
- Oversees web presence through content planning and audits to ensure content and information architecture support achievement of P+RS' revenue goals
- Leads the strategic management of existing sponsorship agreements and seeks out new opportunities to partner with others
- Enhances working partnerships with closely aligned campus partners who are responsible for ongoing marketing and brand activities
- Keeps abreast of current departmental and campus-wide initiatives, best practices at other universities and current research related to student engagement and shopping behaviour

### **Customer Experience**

- Contributes to establishing customer service guidelines and ensuring a culture of customer service excellence is achieved
- Works closely with the Management Team to build strong customer service policies, procedures and training programs to enhance customer retention and loyalty
- Commits to positive interactions with all customers and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service

### **Staff Management & Training**

- Provides functional guidance, direction, training and mentorship to marketing team members
- Leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through comprehensive training and goal setting

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- Creates and maintains a collaborative and positive work environment
- Leads team projects and manages staff to ensure the delivery of results in support of P+RS' goals, objectives and values relating to Business Development and Marketing
- Provides training on business development and sales strategies and techniques as needed across P+RS

### **Required Qualifications**

#### **Education**

- University degree in business, economics or administration, preferably with a concentration in marketing and/or retail operations (equivalent combination of education and/or experience will be considered)
- Formal training in leadership, sales, strategic planning and/or customer service is an asset

#### **Experience**

- Minimum five years direct business development and marketing experience, preferably within the retail sector
- Minimum three years of experience managing, coaching and developing direct reports
- An established track record of sales growth, customer acquisition and retention, and campaign optimization
- Demonstrated experience serving retail and e-commerce customers
- Due to the hybrid nature of campus retail, experience working in both for-profit and not-for-profit sectors is considered an asset

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

- An entrepreneurial-minded, self-motivated individual with strong business acumen, critical thinking and analytical skills
- Excellent written and verbal communication, interpersonal, presentation and relationship-building skills
- Demonstrated leadership ability
- Excellent project management skills
- Change agent, with proven ability to navigate complex projects effectively, collaboratively and diplomatically
- Conscientious and detail-oriented
- Ability to plan, strategize, set goals, develop work plans, work efficiently, track progress, meet deadlines and measure results
- Driven to explore new ideas and create new opportunities
- Ability to make decisions and resolve problems
- Advanced knowledge of social media platforms, e-commerce technologies and online advertising
- Advanced knowledge of internet-based tools for high-volume emailing and surveys
- Intermediate knowledge of MS-Office
- Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements an asset

### **Nature and Scope**

- **Contacts:** Beyond connections with Print + Retail Solutions colleagues, the incumbent has regular contact with customers, students, campus groups, off-campus industry peers and suppliers, and is expected to develop and maintain positive, professional, constructive relationships.
- **Level of Responsibility:** The incumbent is responsible for working collaboratively to maximize opportunities for business growth for the entire department, and for ensuring all staff across P+RS business units are equipped and informed to contribute to this effort. Staffing for this area includes one full-time staff member, and generally one or two additional co-op or contract staff members.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above.
- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. For example, some lifting, bending, twisting, stretching and repetitive motion are required from time to time, in order to move equipment and fixtures and to display products for sale. Attention to details, accuracy and verbal communication with customers, co-workers and management. Multi-task environment requires excellent organizational skills and ability to prioritize, to ensure timely, efficient completion of tasks.
- **Working Environment:** This position works in a typical retail store and office environment. There may be unusual hours or schedules, extended weekend hours, or weekday extended hours with varying volumes of work at different times of the year. Some travel may be required for trade shows and industry events.