

Job Description

Job Title:	Director, Marketing and Brand (Position 4109)
Department:	Marketing & Strategic Initiatives (ORG 5380)
Reports To:	Associate Vice-President, Marketing & Strategic Initiatives
Jobs Reporting:	Manager, Marketing and Brand
Salary Grade:	USG 13
Effective Date:	June 2018

Primary Purpose

Working with the AVP Marketing and Strategic Initiatives (MSI) and others as appropriate, the Director, Marketing and Brand will plan, implement and evaluate a fully integrated marketing plan to advance the University's image, profile and reputation in support of the University's goals. The incumbent will act as an internal marketing and brand expert, providing broad strategic and specific tactical leadership; and effectively mentor and collaborate with marketing colleagues across campus to develop and implement a strategic, shared and disciplined public identity for the University.

Key Accountabilities

Strategic planning, budgeting and program evaluation

- Responsible for monitoring and reporting on primary and secondary market research and analysis.
- With the AVP MSI, contribute to the development of the University's strategic positioning.
- Collaborate with digital communications and lead marketing (national and international) planning activities including development of related goals, objectives, strategies, and action plans.
- Present marketing plans to the AVP MSI for approval.
- Develop and manage the marketing budget for Marketing & Strategic Initiatives.
- Develop metrics and standards for marketing-related activity evaluation, report on effectiveness and recommend and implement changes as appropriate.

Vendor selection and oversight

- When applicable, lead the RFP/RFQ process for the assessment, review and selection of key external vendors such as an Agency of Record (AOR) following all University policies and procedures.
- Manage vendor relationships on identified contracts related to the University's central advertising and marketing goals, supporting University messaging and brand development.
- Responsible for brand-related media buying and advertising placement negotiations as well as providing oversight for media planning and, when applicable, buying agency activity.

Brand Management

- With the AVP MSI lead the development of the University's positioning, identity framework and key messaging.
- Engage the campus in positioning and identity development and secure support.
- Guide the creation of the University's identity principles and brand guidelines.
- Ensure excellent quality and consistency in all marketing initiatives and work collaboratively with University Relations colleagues to achieve this.

Program oversight and execution

- Set goals for the marketing and brand team and develop institutional capability.
- Identify and communicate priorities, responsibilities and practices to ensure team effectiveness.

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- Implement and provide day-to-day oversight for brand marketing programs.
- Work in collaboration with University Relations staff and, when applicable, the Agency of Record (AOR) representatives, to execute creative concepts, refinements and secure final approvals.
- Principal project manager for all institutional brand and marketing initiatives.
- Manage the University's online presence in collaboration with digital communications colleagues.

Collaboration and outreach

- Provide brand marketing guidance, mentoring, coaching and thought leadership to faculty and department marketing teams across campus, ensuring that marketing efforts align with the University's strategic goals and messaging.
- Provide brand marketing guidance for team members hired in University Relations.
- Provide marketing support to units within University Relations, e.g. event advertising.
- Identify needs, develop and implement training programs to increase marketing and brand expertise of colleagues across campus and to introduce new marketing strategies and approaches.
- Work closely and collaboratively with campus colleagues to develop and implement a clear, consistent and coherent approach to all University marketing.
- Ensure campus colleagues are fully informed about marketing programs and materials.
- Participate as a member in relevant committees that have linkage to brand marketing.
- Stand-in for the AVP MSI as required.

Relationship management

- Maintain positive relationships within and among University Relations and its primary stakeholders, both internal and external, and identify opportunities for internal collaboration and consultation with faculties, colleges and departments on marketing projects, and execution of developed plans.
- Building collegial relationships based on trust and mutual respect is critical to the effectiveness of this role.

Required Qualifications

Education

- Bachelor's degree in marketing or equivalent – Master's degree preferred.

Experience

- Minimum of 7 to 10 years of experience in a relevant strategic marketing role in a complex organization.
- Demonstrated expertise in strategic planning and execution.
- Deep experience required in:
 - positioning, brand building and in development of creative strategies across digital, social and print platforms;
 - creative and campaign development;
 - advertising planning;
 - media planning and buying; and
 - market research definition, measurement and evaluation.
- Demonstrated success in development of integrated marketing campaigns.

Knowledge/Skills/Abilities

- Superior written and verbal communication skills.
- Excellent presentation skills.
- Excellent critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders including among others, the media, the public, employers, recruiters, academics and funders.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.

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- Able to lead within an integrated and collaborative team environment; a positive team approach to working with colleagues and media partners.
- Advanced knowledge of Word, Excel, and PowerPoint.
- Actively and skillfully engaged in social media.
- Ability to influence others.
- Strong interpersonal skills.

Nature and Scope

- **Contacts:** Interacts with colleagues at all levels across the University to develop trust, rapport and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University marketing and brand communications agenda.
- **Level of Responsibility:** The following positions report to the Director, Marketing & Brand: Manager, Marketing and Brand. The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace and the role of marketing in achieving the University's stated goals. The position is expected to bring innovative approaches and new concepts and models to marketing programs.
- **Decision-Making Authority:** Responsible and accountable for developing the priorities for strategic integrated marketing and brand programs in collaboration with digital communications colleagues; following program evaluation making recommendations for program changes with consultation with the AVP as appropriate. The position will influence high-value decisions that have significant consequences on the reputation of the University and on the campus community and on the achievement of the University's goals as outlined in the University of Waterloo Strategic Plan.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.