Job Description

Job Title:	Director, Marketing and Brand
Department:	Marketing & Strategic Initiatives
Reports To:	Associate Vice-President, Marketing & Brand Strategy
Jobs Reporting:	Manager, Marketing and Brand
Salary Grade:	USG 14
Effective Date:	August 2022

Primary Purpose

Working with the Associate Vice-President, Marketing and Brand Strategy (AVP, MBS) and others as appropriate, the Director, Marketing and Brand will plan, develop, implement and evaluate fully integrated marketing plans 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/thought leader, providing broad strategic and specific tactical leadership; and effectively mentor and collaborate with marketing colleagues across campus to develop, implement and evolve 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 MBS, contribute to the development of the University's strategic positioning.
- Collaborate with University Relations (UR) colleagues and lead marketing (national and international) planning activities including development of related goals, objectives, strategies, and action plans.
- Present marketing and brand campaign plans to the AVP, MBS for input and approval.
- Develop integrated campaign strategies (including creative development, audience targeting and channel management and optimization)
- Develop and manage the marketing budget for marketing and brand strategy.
- Develop metrics and standards for marketing-related activity evaluation, report on effectiveness and recommend and implement changes as appropriate.
- Lead marketing, brand and campaign research, data analytics and reporting/measurement

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), brand strategy firm, media agency, research firm, creative vendors, as required (following all University policies and procedures).
- Manage (and act as main point-of-contact for) vendor relationships on identified contracts related to the University's central advertising and marketing goals, supporting University positioning and brand development as well as aligned reputation-building activities.
- Responsible for brand-related paid media planning, buying and advertising placement negotiations as well as providing oversight for media planning and, when applicable, buying agency activity.

Institutional brand reputation management & enhancement

- With the AVP, MBS lead the development and ongoing refinement of the University's brand positioning, identity framework and key messaging.
- Engage the campus in University brand positioning, identity development and secure support and alignment.
- Guide the creation of the University's institutional/primary brand identity principles and brand guidelines.
- Ensure excellent quality and consistency in all University Relations marketing initiatives and work collaboratively with University Relations colleagues to achieve this.
- In collaboration with University colleagues, influence individual unit brand positioning development and marketing communications activities in alignment with the University's institutional brand.

Program oversight and execution

- Set goals for the marketing and brand team and develop institutional thought leadership and capability.
- Identify and communicate priorities, responsibilities and practices to ensure team effectiveness.
- Implement and provide day-to-day oversight for marketing and brand programs.
- Work in collaboration with University Relations staff and, when applicable, the Agency of Record (AOR) representatives, to execute creative concepts, refinements and secures final approvals to deliver brand campaigns and other marketing communications
- Principal project manager for all institutional brand and marketing initiatives.
- Manage and influence the University's external brand presence (and visibility) in collaboration with University-wide marketing, brand and communications colleagues.

Collaboration and outreach

- Provide brand and 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 marketing and brand guidance for team members in University Relations.
- Provide marketing and brand 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 brand expressions and 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 leadership and colleagues are fully informed about University Relations' marketing programs and materials.
- Participate as a member in relevant committees that have linkage to brand marketing.
- Stand-in for the AVP, MBS as required.

Relationship management

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

**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 in marketing or equivalent – Master's degree preferred.

Experience

- 7 to 10 years of experience in a relevant strategic marketing role in a complex organization.
- Demonstrated expertise in strategic marketing planning and execution (implementation and evaluation).
- Deep experience required in:
    - positioning, brand building and in development of creative strategies across all channels (including digital, social and print platforms plus other traditional platforms (e.g. OOH);
    - creative and campaign development;
    - media planning and buying;
    - measurement of brand equity and campaign effectiveness (via research, data analytics); and
    - market research definition, measurement and evaluation.
- Demonstrated success in development and implementation of integrated marketing campaigns.
- Experience leading high-profile projects.

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.
- 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.
- The ability to use or learn emerging collaborative applications, tools, software and best practices such as Airtable, Smartsheet, Adobe Connect, Microsoft Teams, Cisco WebEx, social media, etc.
- Ability to influence others.
- Strong interpersonal skills.
- Strong communication and relationship management skills including an ability to influence, negotiate and build productive working relationships with key stakeholders, senior UW leadership and external partners, are essential to achieve the required outcomes.
- Highly developed people management, relationship building and leadership skills with the demonstrated ability to develop and support a professional, service and continuous improvement focused workplace culture.
- Strong analytical and financial skills to understand budget, proposal and planning documents.
- Strong public speaking skills.
- Excellent critical thinking and analytical skills to enable assessment of complex, higher education issues of concern to stakeholders.

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 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, MBS 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. This position requires outstanding customer service, sound judgement, a strong work ethic, calm demeanor, ability to work under very challenging time constraints, with constant interruptions and competing priorities.

- **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 University can be expected in this role.