

## Job Description

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<b>Job Title:</b>	Specialist, Marketing Insights
<b>Department:</b>	Marketing & Undergraduate Recruitment (MUR), Registrar's Office (RO)
<b>Reports To:</b>	Associate Director, Marketing & Communication
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	September 2018

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### **Primary Purpose**

Within the Marketing & Undergraduate Recruitment (MUR) unit of the Registrar's Office (RO) the Specialist, Marketing Insights is accountable for providing a full range of research approaches that create a deep understanding of students and influencers. These insights guide domestic and international marketing, communications, and recruitment planning and play a key role in ensuring these activities are executed in a strategic and cohesive manner.

Utilizing enrolment data to compare and contrast against marketing campaign engagement, conversion, and other benchmarks to map unique prospective student journeys in order to understand and interpret key prospective student decision drivers across digital channels, and to evaluate what worked, what didn't, and predict how to influence future prospective student engagement.

A deep understanding of prospective undergraduate students, their influencers, social media practices and digital analytics will ensure the ongoing analysis and reporting of data will positively influence undergraduate enrolment management strategies as they relate to domestic and international marketing, communications, and recruitment.

### **Key Accountabilities**

#### **Responsible for exploring, developing and applying research initiatives to maximize student enrolment.**

- Discovers and leverages data and analytics to identify and develop innovative analytical solutions to support personalization strategies across prospective undergraduate student cohorts. This may include targeting, segmentation, multi-channel contact cadence, and messaging.
- Advises campus partners on generational characteristics and the needs of target audiences at different stages in the enrolment management funnel to enhance the strategies for which they and the team are responsible.
- Evaluates the effectiveness of future undergraduate student marketing, communications, and recruitment strategies to confirm that value propositions and key messages resonate with target audiences and drive measurable results with respect to core recruitment KPIs.
- Informs campus partners on external factors that may influence Waterloo's reputation and enrolment management; national and international trends in post-secondary education; best practices in marketing, communications, and recruitment; and the evaluation of key competitors and their marketing activities.
- Ensures campus partners maintain a thorough understanding of key surveys and other required data that inform future undergraduate student marketing, communications, and recruitment strategies and that appropriate research principles are incorporated into the development and evaluation of all initiatives.

**Directs and provides expertise on a range of undergraduate research and analytical approaches within digital marketing.**

- Accountable for key primary research projects conducted to guide campus partners' undergraduate recruitment activities, including (but not limited to) critical quantitative studies and qualitative projects, SEO, social, and web traffic, CRM database.
- Analyses and interprets vast amounts of information to identify the most pertinent points. Delivers actionable insights by interpreting research in the organizational/business context, and provides campus partners with recommendations that provide a clear direction forward.
- Spearheads the development of metrics, monitoring, and reporting on the institution's progress in meeting its strategic undergraduate recruitment goals and priorities as it relates to assessing future undergraduate student perceptions of Waterloo's differentiating and foundational strengths.
- Writes research briefs (e.g., future undergraduate research for Viewbook, faculty research, etc.), request for quotes/proposals, negotiates contracts, and manages external suppliers, consultants, professionals and agencies representing the University on highly confidential and critical matters.
- Engages campus and external partners in collaborative processes to plan and execute projects that provide campus partners with easy-to-access institutional data. Leads or co-leads (as required) projects with Institutional Analysis & Planning and Registrar's Office Systems team.
- Actively track, monitor and report on programs, taking outcomes and combining them with those of colleagues to educate partners and influence future campaigns.
- Translate metrics from campaign results into reports and dashboards that provide campus partners with an understanding of how initiatives performed, and identifying future opportunities.
- Acts as the 'voice of the student' throughout future undergraduate student marketing, communications, and recruitment planning, development, and implementation, and helps ensure strategies are student-centered, are relevant to the target audience, and have the desired impact.

**Provides project management expertise.**

- Ensures the effective project management of initiatives led, including personnel, resources, time, and budget, including proper control of expenditures as well as the definition, monitoring, reporting, and refining of appropriate metrics.
- Develops and manages project methodology that ensures successful project integration across all future undergraduate student marketing, communications, recruitment (domestic/international), research and admission strategies.
- Manages external vendors from project conception, RFP creation, and planning through to project management and quality reporting. Acts as a liaison between vendors and MUR/RO (e.g., managers and directors) to ensure deliverables meet or exceed expectations and achieve business/organizational goals.

**Collaborates, advises, consults, educates, and builds consensus.**

- Works closely with campus partners to ensure effective integration and consistency across all future undergraduate student marketing, communications, and recruitment strategies.
- Proactively shares knowledge so that campus partners can incorporate new information and techniques into their strategies and tactics.
- Hires, manages and oversees co-op students and other contract employees who work on research and "voice of the audience" strategies. Sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance.

**Other**

- Participates in MUR recruitment events and the administration of specific RO department-wide responsibilities.
- Other duties as assigned.

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*\*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**

- University degree in business, marketing, consumer studies, or applied sciences or equivalent combination of education and experience with a solid understanding of statistics, marketing analytics, CRM, media, consumer behaviour/trends, digital marketing, direct/addressable marketing or other business-related fields.

#### **Experience**

- Experience in research, data analytics, marketing operations, and account management; preferably gained through agency-side marketing positions or from working as an internal advisor within a marketing or sales unit of an organization. Previous experience in big data analytics is an asset, as well as reporting and dashboard development.
- Skilled at translating research findings and insights into effective marketing, compelling stories, communications, and recruitment strategies. Demonstrated success in developing and evaluating evidence-based strategic plans.

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

- Demonstrated ability to effectively communicate and collaborate with all levels of an organization, as well as 3rd party partner firms and vendors.
- Able to work independently, usually within a complex and often ambiguous environment, to deliver rigorous, fact-based recommendations to individuals across and at all levels of an organization.
- Demonstrated leadership and change management experience, coupled with proven ability to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment characterized by competing priorities.
- Experience in, and/or understanding of, not-for-profit/public sector marketing, preferably at a university, or understanding of enrolment management principles.
- Work alongside technical roles to continue to define and implement marketing processes for data reporting and capture, & quantifying prospect interactions with lead/prospect capture, scoring, and management
- Excellent 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 and aligned with brand strategies.
- Strong organizational and problem-solving skills coupled with the ability to manage multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Understanding of university recruitment and admissions; ability to understand and articulate issues that impact student audiences; and an ability to translate this intelligence into undergraduate recruitment and communications that are effectively tailored for a variety of audiences.
- Proactive strategist with exceptional communication (oral and written), organizational and presentation skills, ensuring effective interaction broadly within the University and with external partners. Able to effectively persuade, influence, and motivate others to achieve University goals. Able to manage confidential information, and to work independently or as part of a team. The capacity to empower and lead project teams and to work effectively and efficiently in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.
- Intermediate to expert use of current project and data management tools including:

## Job Description



- Apple Pages // Microsoft Word, Apple Numbers // Microsoft Excel, Apple Keynote // Microsoft PowerPoint
- Google Analytics // Google Data Studio // Native Social Analytics // Hootsuite
- Tableau // IBM SPSS // SAS // Datorma // Dataviz
- Customer Relationship and Engagement Management Systems: Sugar CRM
- SEO Tools: BrightEdge // Moz Pro // Conductor
- Project Management Software: Smartsheet
- Collaboration Tools: Mattermost // Confluence
- Content Management System: Drupal
- Social Media Platforms: Instagram // Facebook // Twitter // Snapchat // LinkedIn

### Nature and Scope

- **Contacts:** Internally, communicates with a wide variety of university departments and groups at all levels to the successful execution and integration of a variety of marketing initiatives in support of the overall goals of the Registrar's Office. Externally, provide clear written information for a variety of student audiences, and project management with external vendors.
- **Level of Responsibility:** As senior audience strategist with a highly specialized skill set within the University, provides strategic leadership and oversight for undergraduate research, ensuring planning is grounded in audience (student and influencer) insights; prepares recommendations for annual budget; directs the development, implementation and evaluation of RO strategies and priorities and informs the direction of University-wide communications and recruitment strategies; provides collaborative leadership and expertise with respect to research, target audiences, recruitment, marketing, and enrolment management strategies across campus; exhibits the high degree of professionalism vital to the role of University representative. Given the critical role this position plays in MUR decision making and that research has a direct impact on budget allocation, the incumbent needs to accurately interpret research and recommend appropriate strategies for furthering the institution's undergraduate enrolment agenda and for building MUR's reputation across campus as a leader in educational marketing, communications, and recruitment.
- **Decision-Making Authority:** Continually makes decisions that have a significant impact on the reputation of the University and the success of enrolment management, retention, and revenue objectives. When conducting field or ethnographic research, makes such decisions independently, under pressure, and in situations where no support is available.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Most work is performed in the office environment, including regular meetings with various campus and external partners, internal and external committees and networks; intermittent work outside the normal operating hours of the institution. Occasional travel: Off-site research, teleconferences and webinars for the purpose of project management, information sharing and networking. Continuous use of computer, audio-visual and other technology required to record, communicate and review data, reports, presentations, etc.