

## Job Description



---

<b>Job Title:</b>	Assistant Director, Housing Occupancy and Marketing Services
<b>Department:</b>	Housing & Residences
<b>Reports To:</b>	Director of Housing
<b>Jobs Reporting:</b>	Manager, Housing Occupancy and Operations Manager, Marketing and Communications
<b>Salary Grade:</b>	USG 12
<b>Effective Date:</b>	May 1, 2017

---

### **Primary Purpose**

The Assistant Director of Housing Occupancy and Marketing Services is accountable for the residence application and assignment process, strategies for occupancy growth and retention, and marketing and communications to fulfil the priorities for the Department of Housing & Residences. In coordination with departmental management, this leader develops a recruitment strategy that exemplifies the brand and the reputation of the University of Waterloo. The position oversees the development, management and evaluation of all marketing, admissions and communication strategies, to achieve or exceed occupancy, growth and revenue goals.

### **Key Accountabilities**

*List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of "what" the job does not the "how". Insert a category heading and in bullet form below, state specific responsibilities.*

#### **Forecast, plan and oversee the residence occupancy strategy**

- Guides and provides leadership and strategic direction, while overseeing occupancy target development and planning which is a critical component for all functional areas across Housing
- Assesses UWaterloo projected admissions numbers to forecast and identify any occupancy related budgetary risk in relation to departmental strategic plans
- Identifies, evaluates and modifies strategies based on University enrolment targets and monitors first-year confirmations that continually fluctuate
- Develops plans and projections to minimize risk of overage and/or under-occupancy, and to increase cost efficiency opportunities
- Ensures policies, procedures and practices are efficient, effective and efforts are made to continuously improve
- Ensures a student-centric approach is used, especially during peak high-volume periods
- Provides oversight and direction to staff regarding off-campus housing activities and ensures coordination of priorities with relevant campus partners

#### **Oversee the Marketing and Communications strategy**

- Oversees and approves the development and implementation of comprehensive and integrated marketing plans to optimize occupancy levels throughout the year
- Maintains a clear understanding of target markets, the competition and their impact on the strategic direction of marketing initiatives on behalf of the department
- Ensures effective brand management plans are developed to promote strong audience perception, and growth in awareness, reputation and visibility
- Directs the evaluation and assessment of marketing strategies to confirm that value propositions and key messages resonate with target audiences
- Oversees and ensures effectiveness of all strategic print and digital communications

#### **Collaborate, advise, consult, educate and build consensus**

## Job Description



- Consults with and educates departmental and campus partners about the positioning of Housing & Residences within the UWaterloo admissions and recruitment process
- Builds and supports partnerships for collaborative marketing, recruitment and admissions strategies that support enrolment targets for UWaterloo
- Collaborates with campus partner management to identify, project and address trends influencing recruitment and residence occupancy. Collaboration ensures timely access to critical information that could impact residence occupancy levels
- Builds and nurtures relationships within the department and across campus to maximize the number of people promoting residence living
- Champions the positive impact of residence living on student retention and graduation

### **Participate as a Senior Management Team member**

- Advises the senior team about occupancy progress and challenges and promotes the integration and coordination of activities with departmental and campus partner management
- Works with senior team peers to develop department vision and long-term strategy plans
- Collaborates with senior-level peers to identify goal-setting activities and to make decisions that advance departmental priority goals and objectives
- Presents Housing Occupancy & Marketing Service objectives and performance benchmarking to senior management to assist with departmental strategic planning
- Creates opportunities to influence and build a solid platform for change, to guide and support the department's growth
- Identifies, assesses and advises senior management of environmental issues and the implications on the department and institution
- Develops and oversees the Housing Occupancy & Marketing Services budget, and approves expenditures to achieve departmental targets

### **Direct, motivate and mentor staff**

- Supports the Housing Occupancy & Marketing Services staff performance by setting clear and reasonable expectations and by providing ongoing feedback to managers
- Establishes a work environment and culture that fosters, recognizes and rewards: supportive mentorship, professional quality service, respectful communication, creativity and positive energy
- Clearly defines effectiveness and measures of success so that others can achieve results
- Provides continuous learning opportunities which promote the successful achievement of departmental priorities
- Reviews and responds to staff recruitment and retention trends of the unit
- Establishes clear accountabilities, and sets conditions that encourage timely and appropriate decision making in response to ever changing occupancy situations

## **Required Qualifications**

*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*

### **Education**

- Bachelor's University degree is required. An advanced degree would be an asset
- Education in business administration, marketing, hospitality management and/or equivalent education and experience is required

### **Experience**

- Minimum 10 years of experience in a management or leadership role with progressive responsibility for multiple portfolios and overall business strategies, procedures and revenue generation is required
- Proven experience in creating and evaluating evidence-based strategic plans
- Demonstrated change-management experience

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

- Strong relationship-building, collaboration and networking skills with diverse audiences
- Exceptional interpersonal and communication skills
- Strong problem-solving skills
- Innovative, on-trend and creative approach
- Comprehensive understanding of integrated marketing strategies and of emerging technologies and tools that support them
- Proven ability leveraging and positioning effective strategic initiatives incorporating emerging technologies
- Working knowledge of UWaterloo's recruitment, admissions and retention goals, and processes
- Ability to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment with competing priorities
- Flexibility, diplomacy, sound judgement and relations-management skills
- Strong organizational skills, including the ability to handle multiple tasks and meet deadlines in a fast-paced environment
- Proven ability to evaluate and deploy a diverse team to ensure success despite rapidly changing circumstances

### **Nature and Scope**

- **Contacts:** Internally, collaborates with senior-level leaders within Housing & Residences and with on-campus partners about policies and actions that affect admissions and goal achievement. Communicates with colleagues across the university. Externally interacts with other University/Colleges to gain knowledge and insight on trends and operations.
- **Level of Responsibility:** This position is responsible and accountable for achieving occupancy targets and overseeing marketing initiatives that generate sustainable new revenue. Provides guidance and leadership to the Occupancy and Marketing team. The incumbent holds senior level accountability for departmental occupancy goal achievement. This role develops staff culture and continuous learning opportunities that support the department vision. In addition, the incumbent advises and supports the Housing Director and senior team on occupancy and marketing strategic trends and issues.
- **Decision-Making Authority:** Continually makes decisions that have a significant impact on the reputation of the department and the success of occupancy management, retention, and revenue objectives. This position is accountable for overseeing development of target projections, any corrective action or other key initiatives that affect revenue and promote occupancy growth. Approves integrated marketing and communication plans to increase retention and applications.
- **Physical and Sensory Demands:** This role in an office setting, involves minimal physical demands and moderate sensory effort resulting in slight fatigue, strain, or risk of injury.
- **Working Environment:** The incumbent must be sensitive to the stresses under which other staff in the office must work. This role involves minimal exposure to disagreeable conditions typical of the stress and pressure associated with senior level responsibilities. This work involves exposure to and/or interactions with people who may be upset, angry, aggressive, unpredictable (e.g. students or parents who have escalated an issue, staff or faculty upset with a decision). Work also involves dealing with multiple and/or tight deadlines and interruptions (e.g. phone calls, emails and unplanned, but urgent, support requests) at different times of year.