

Job Description

Job Title:	Marketing Manager, David Johnston Research + Technology Park
Department:	Vice President, Administration & Finance
Reports To:	VP, Administration & Finance
Jobs Reporting:	N/A
Salary Grade:	USG 12
Effective Date:	April 2003

Primary Purpose

This full-time position is central to the development of the David Johnston Research + Technology Park; a world-class Research + Technology Park being developed by a unique partnership that includes the University of Waterloo, Region of Waterloo, City of Waterloo, Province of Ontario and Government of Canada, the Waterloo Economic Development Corporation, and Communitech.

The over-riding objective of this position is to fill the Park's 1.2 million square feet of space with research & technology based tenants.

The R+T Park, located on the campus of Canada's #1 university for innovation, reflects the enterprising spirit of Waterloo Region. It ensures continued support for pure and applied research and innovation throughout Canada, propelling the City and Region of Waterloo to the forefront of the knowledge economy.

The manager will be responsible for four key management functions: 1) creating new contacts and building relationships with prospective tenants, developers, R+T Park clients and other stakeholders; 2) creating a plan for media relations and then managing aspects of marketing for the Park; 3) managing projects such as open houses, seminars and sessions designed to foster outreach, interest and understanding about the Park; 4) working with the R+T Park's partners and its committees to advance the overall goals of the Park

Key Accountabilities

Relationship Management

- The manager will be responsible for managing first-contact inquiries and requests for information and then following up with appropriate actions, including servicing and developing client relationships and tracking outcomes.
- The manager will also be involved in helping to plot sales strategy regarding potential tenants and important Park prospects, and then to implement the plan leading to closure and successful completion of sales and marketing opportunities.

Media Relations

- The manager will be the first contact for inquiries about the Park from media and marketing agencies, and as such must have a full understanding of the outreach/marketing plan. It will be

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central to this position's function that the individual be able to smoothly handle media and generate positive news stories and features in a variety of media, including major newspapers, trade and economic development publications, radio and television. A priority for the manager will be the creation of an effective, efficient marketing/media plan.

Project Management

- Central to the promotion of the Park to a variety of important audiences will be management of key projects of the marketing plan. Those include the R+T Park website, which must rank with the best sites reachable on the web. Linked with the first-class web site will be a top-flight newsletter, which will be part of the website and sent to key stakeholders and prospects. The manager will also be responsible for project management regarding Park advertising, especially in research park magazines and trade journals.
- The manager will be responsible for community building projects such as the annual tenant survey, tenant-based leisure activities (volleyball, baseball, and soccer), food truck coordination, special charity events such as food truck rallies, golf tournament, and seasonal corporate challenges.
- The R+T Park manager will be given support as appropriate through the partnership in order to achieve the above management goals and priorities.

Required Qualifications

Education

- Bachelor's degree in marketing, business or other appropriate discipline

Experience

- Strong experience in a marketing, account management and in particular, the business development role
- Significant experience in project management and administration are essential, preferably in a research environment
- Experience planning and driving thought leadership and event marketing programs from inception to activation
Several years of experience in strategy and technology platforms for social media, web, video and email campaigns

Knowledge/Skills/Abilities

- Excellent written and oral communication skills, and superior attention to detail
- Strong leadership and interpersonal skills, with the ability to adapt to a fast-paced environment characterized by changing priorities
- Highly motivated with strong administrative and organizational skills, as well as a demonstrated ability to evaluate proposals, negotiate agreements and contracts
- Proven strength in collaboration and relationship management.
- Excellent working knowledge of university policies and procedures
- A track record of generating significant new ideas, developing new initiatives, and improving existing practices and procedures

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- Ability to fully understand, synthesize and translate material of a highly technical nature into text that is accessible to all readers
- Demonstrated strategic thinker with experience designing and/or improving business processes and practices
- Proficiency with a variety of computer software applications including a working knowledge of software for word processing, spreadsheets, database management, and web content management
- Strong analytical skills and the ability to integrate data from various sources into reports
- Ability to work confidently on own initiative, and also as part of a team

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 research agenda.
- **Level of Responsibility:** The position is responsible and accountable for the overall results of the marketing and business development of the research and technology park.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities and addressing the changes to strategic business plans by consulting directly with the Vice-President, Administration & Finance as appropriate.
- **Physical and Sensory Demands:** Minimal demands that are typical of a position operating within a fast-paced, service-oriented office environment. Extensive periods of sitting and concentrated use of the computer. Requires close attention to detail, thoroughness and accuracy. Balancing of conflicting demands and deadlines, while accommodating interruptions to deal with pressing issues as they arise.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a fast-paced, deadline-driven, marketing and business role. Responsiveness is critical to the role. Work outside the normal operating hours of UW can be expected in this role