

Job Description



Job Title:	Senior Manager, Marketing & Communications
Department:	School of Accounting and Finance (SAF)
Reports To:	Administrative Officer
Jobs Reporting:	Communications and Media Specialist, Events Coordinator, Recruitment Specialist, Alumni Coordinator, Communications Specialist, Competitions Coordinator, Casual/Temporary; Co-op students
Salary Grade:	USG 11
Effective Date:	December 2022

Primary Purpose

The Senior Manager (SM), Marketing and Communications is a key senior management position accountable to the SAF Director for institution-wide strategic leadership, effective management, successful implementation, and collaborative coordination of internal and external communications and external relations related to the School of Accounting and Finance. The SM will develop innovative and integrated communication and marketing plans to advance the SAF's and University's image, profile, and reputation in support of the University's goals and values. The SM will demonstrate excellence and innovation by identifying strategic communication and marketing opportunities for the SAF and will build brand and interest for the SAF within the larger UWaterloo community, employers, alumni, donors, governing bodies, and other external partners. The SM will act and be consulted as the marketing, communications, and brand expert, providing strategic and specific tactical leadership; and effectively mentor and collaborate with SAF colleagues and across campus to develop and implement a strategic, shared, and consistent public identity for SAF and the University.

Key Accountabilities

Marketing and Communications

- Develops, leads, and manages an integrated comprehensive communication strategy and framework to enhance SAF's overall strategic goals and brand.
- Directs the implementation of communication plans through traditional and digital media channels to ensure effective messaging, brand, resourcing, and timing.
- Provides leadership in all aspects of digital marketing and communication initiatives that effectively conveys key messages, builds awareness and advances SAF's reputation and brand.
- Reviews for quality, excellence, and consistency in all SAF communications to ensure effective delivery of key SAF messages across existing communication channels.
- Ensures that SAF's and the University's branding and visual identity frameworks, messaging, and style guides are interpreted and adapted for multi-stakeholder projects across all areas.
- Establishes and oversees a significant budget for SAF's marketing and external relations.
- Works with SAF colleagues to ensure communications are aligned with SAF and University strategic plans and are tailored to meet the needs of diverse stakeholder and audience groups.
- Works with University Relations (UR) and external stakeholders as the primary SAF media and public relations contact, personally championing the SAF's strategic brand, goals, and vision.
- Manages and supports the procurement process for external vendors to support all areas within SAF's marketing and external relations initiatives.

Collaborates, Advises, and Consults

- Leads and provides training and guidance to SAF units to ensure the integration and consistent application of the SAF's and University's brand and visual identity frameworks.

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- Monitors and reviews all communication content distributed by the SAF to ensure quality, accuracy, and appropriate messaging and brand.
- Represents the SAF at university-wide and media meetings, proactively providing expertise and insight with respect to marketing, communications, and external relations issues, and advocating on behalf of SAF's strategic goals.
- Recognize and understand the diverse internal and external audiences of the SAF to proactively establish and foster collaborative relationships to build consensus and coordinate the alignment of SAF initiatives.
- Proactively shares knowledge of UR, faculty and other campus initiatives that affect SAF strategies.

Market Research & Institutional Knowledge

- Establishes criteria to measure effectiveness of communication plans to enhance and inform decision-making, strategy development, messaging, and budget to meet SAF's strategic goals.
- Stays informed and knowledgeable in all aspects of SAF's programs, research, admissions, student life, visual identity and branding, alumni/donor relations, and professional designations.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the academic life cycle, including external audiences such as, but not limited, to private sector partners, employers, donors, sponsors, professional governing bodies, teachers, guidance counsellors, and parents.
- Stays informed of current research, trends in traditional and digital media channels and the traditional and digital media practices of SAF's competitors.

Leads, Motivates, and Mentors Staff

- Overall managerial responsibilities for the Communications & External Relations team, including hiring, staff performance, promotions, reclassifications, and disciplinary issues.
- Leads staff on collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through comprehensive training.
- Motivates a team of communication professionals to ensure cutting-edge of emerging concepts and technologies are adopted and industry best practices are applied.
- Creates and maintains a work environment that is supportive, professional, respectful, and positive.

Operational Management

- Monitors, reviews, and oversees best practices to ensure that business processes are effective, and proactively recommends new opportunities to build greater efficiencies.
- Project management responsibilities for overall SAF marketing, communication and external relation initiatives that benefit multiple areas within the SAF. This may include overseeing strategy development, working groups, proposal writing, vendor procurement, resource allocation, etc.
- Ensures that appropriate metrics are defined, monitored, reported, analyzed, and refined for all marketing and external relation activities.

Committees and Special Events

- Participates in SAF events including, but not limited to the Advisory Council, SAF Leadership Dinner, SAF Awards Night, etc. as it pertains to stakeholder relations.

**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, communications, advertising, marketing, or equivalent combination of education and experience.

Experience

- 7+ years of progressive experience in marketing, communications, or public relations with at least 2 years senior experience managing a team. Must have a deep understanding of brand and its various applications, market research, customer experience, loyalty marketing, student marketing, recruitment, etc.
- Progressive experience with a proven track record of success in project management and strategic planning in the areas of marketing, communications, and external relations.
- Experience planning and driving thought leadership and marketing campaigns from inception to activation.

Knowledge/Skills/Abilities

- Superior verbal, written, presentation and editing communication skills including a strong knowledge of new and emerging communication technologies and channels.
- Exceptional ability to foster positive, strong relationships with a diverse range of stakeholders.
- Demonstrated high level of organization and ability to manage high volumes of activity and change.
- Demonstrated experience as a marketing/communication and change management strategist, 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.
- Research, critical thinking, and analytical skills to enable assessment of complex higher education and professional designation issues of concern to stakeholders (prospective students, their families, the media, the public, professional designation governing bodies, the public, employers, academics, and alumni).
- Essential: creativity, flexibility, diplomacy, sound judgement, and relationship-management.

Intermediate to advanced use of current digital management tools including:

- Google Analytics Solutions
- Social Media (Instagram, Facebook, Twitter) // Socialbakers
- Adobe Creative Suite
- Project Management Software (Smartsheet/Asana)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint
- Responsive WCMS // Dreamweaver
- D2L LEARN Management System

Nature and Scope

- **Contacts:** Internally, communicates with faculty members and staff to influence and motivate others, and to promote, justify and settle highly sensitive matters. Interacts with SAF unit associate directors, University Relations, Office of Research, Central Advancement. Externally builds and maintains relationships with professional designation governing bodies (CPA Ontario, CFA Institute, Institute of Internal Auditors, Canadian Institute of Chartered Business Valuators, etc.); private sector partners

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and sponsors; national media and media vendors; DECA Ontario; suppliers of marketing services or products; UW alumni and donors.

- **Level of Responsibility:** Accountable for establishing strategies and priorities of SAF communication, marketing, and stakeholder relationship management initiatives that directly impact the achievement of program, research, and reputational goals for SAF and UWaterloo. Develops a marketing budget and selects vendors and products to maximize value.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of developing and operationalizing SAF's marketing and external relations strategies, including market research, organization of staff and resources, personal interactions and collaboration, workflow, consultation, budget; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating of within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with senior-management-level responsibilities; irregular and/or high volumes, multiple and/or tight deadlines, constant interruptions; intermittent but consistent evening/weekend work required; some travel required.