

Job Description

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| Job Title: | Marketing Digital Media Manager |
| Department: | Dean of Engineering – Advancement Unit |
| Reports To: | Associate Director, Marketing & Communications |
| Jobs Reporting: | None |
| Salary Grade: | USG 10 |
| Effective Date: | December 1, 2023 |

Primary Purpose

Working directly with the Associate Director of Marketing and Communications in the Faculty of Engineering (part of the Advancement team in the Office of the Dean of Engineering), the Marketing Digital Media Manager will create digital marketing strategies and then set a tactical plan to deliver on objectives. This role will manage the Faculty's content on a wide range of digital marketing and communications platforms as a means of strengthening the global reputation of Waterloo Engineering. The incumbent is accountable for planning, project managing, delivering, evaluating and reporting on the impact of digital marketing strategies designed to inspire and engage prospective students, alumni, corporate partners and industry.

This role integrates and leverages content across a range of online channels, planning and creating new digital initiatives, monitoring and editing content on existing websites while bringing innovative ideas and solutions to the Faculty's marketing communications strategies.

Key Accountabilities

Digital marketing and communications planning and execution

- Support the development of the Faculty of Engineering's marketing communication plans by strengthening and managing our most important marketing communications tools (200+ Faculty and Department websites along with our Youtube and social media channels) focusing on attracting top students, faculty and staff, and strengthening the reputation of engineering at the University of Waterloo with global audiences.
- Working with the Associate Director to create digital marketing and communications strategies and then set a tactical plan to deliver on objectives.
- Driving web governance for the Faculty as the Point of Contact (POC) for the Waterloo Content Management System (WCMS), to oversee all faculty websites including establishing new sites, and regular content audits and reviews of existing sites and confirming how we strategically use our websites to create demand for our programs and build our global reputation.
- Optimize web content of all Faculty websites and lab sites, utilizing Google Analytics, to enhance the user experience for a range of audiences, working with the Faculty's six Engineering departments and the School of Architecture to develop and maintain effective and relevant content.
- Keep an up-to-date inventory of Engineering related sites and site manager details for each site
- Constantly explore and proactively suggest new and creative ways to "tell our story" and expand our audience reach via digital channels.
- Align the Faculty's digital marketing communication initiatives with the Waterloo vision, brand promise and attributes.

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- Remain current on issues, trends, technologies, demands and approaches in digital marketing communications to advise the Associate Director of Marketing and Communications and determine means to implement initiatives across the Faculty.
- Regularly scans online media and social networks for key information and online chatter and informs the development of communications strategies to address as needed.

Content Development

- Manage high priority photo and video shoots throughout the year including booking time, venues and people required for the shoot and organizing the Digital Assets from each shoot, including requests from third-party videographers, managing logistics during shoots. Assist in photography selections and direction
- Photography and videography production and creation work for specific marketing and advancement initiatives as required
- Respond to inquiries for use of photographs and publication copies or other resources, determining the appropriate material to provide based on the client's needs and consultation with team members as appropriate

Measure and report performance of all digital initiatives, and assess against goals (ROI and KPIs)

- Manage the Faculty's growing collection of Digital Assets including ensuring proper uploading of files and supporting Faculty users with access; ensure appropriate photo rights exist.
- Sets measurable goals and regularly tracks and reports against goals as a means of determining effectiveness of digital marketing communications programs and creating recommendations for the full Advancement team to ensure we are delivering on plan.
- Establishes and regularly writes performance reports (e.g., alumni engagement on social media platforms; impact of Google Analytics reports on refining our editorial calendar) to share with key stakeholders and content creators as a means to strengthen audience engagement.
- Translates performance metrics from digital campaigns and strategic initiatives into reports to provide the web teams with an understanding of how initiatives performed and to identify future opportunities.
- Co-ordinate the collection of and responses to website feedback and provide to assigned content creators.
- Working with departments and research group assigned content creators within the WCMS, building and reinforcing content strategy, providing support in best practice and means for audience analysis for the faculty site and department sites.

Integrate and leverage all Faculty of Engineering digital content

- As the Faculty POC for WCMS, oversee Faculty-level websites within Engineering's web space, working with a range of stakeholders who create and maintain content on a regular basis. Expected to establish and maintain a strong collaborative and supportive approach to foster and encourage creativity, innovation and excellence, and personal accountability. Actively tracks, monitors and reviews on activities on department sites to ensure web best practices and University policy are being followed and offers guidance and support as required.
- As required, provides copy editing support to assigned content creators on digital projects in alignment with online writing best practices and web accessibility requirements.
- Liaise, consult and negotiate with staff in Engineering Computing, IST and University Relations on technology requirements associated with digital communications solutions including digital publications, social media platforms and HTML mass emails. Represent the Faculty of Engineering's strategic interests and plans for digital projects on committees across the Waterloo campus.

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- Support training and guidance for the Advancement team for leveraging Digital Media channels (could include personal accounts) as required, sets a schedule that is integrated with an overall strategic plan for social media.
- Works closely with Communications Officers to integrate editorial calendars and communications planning tools as part of expanding the audience reach of the Advancement team.

Project manage and lead all digital initiatives

- Ensures the effective project management of digital projects, including personnel, resources, time, and budget, as well as the definition, monitoring, reporting, and refining of appropriate metrics.
- Develops and manages project methodology that ensures successful project integration with all stakeholders, ensuring thorough and open communication with all teams involved to deliver on project goals.
- Lead video marketing communication projects for the Advancement team, including producing content by shooting and editing simple projects to fulfil media interests, and sourcing and securing vendors for larger projects as required. Managing external vendors from project conception, RFP creation, and planning through to project management and quality reporting.
- Project management for digital display systems used to support Faculty communications efforts
- Support the Advancement team's adoption and ongoing use of Project Management tools.

Other

- Provide back-up copy writing and editing services to members of the Engineering communication team as required.
- Connected to the University's central web pages' role in emergency and crisis communication, and ensure Engineering's communications channels are compliant with these guidelines.
- Participates in alumni, donor relations and recruitment events as required.
- Manages co-op students, freelance vendors, and external service providers as required.
- Other duties as assigned.

**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 marketing communications, business, advertising, marketing, media studies, or applied sciences or equivalent combination of education and experience

Experience

- Five to seven years in content marketing, digital marketing, marketing insights, and account management/client service; preferably gained through agency-side marketing positions or from working as an internal advisor within a marketing or sales team of an organization.
- Experience with inbound marketing, CRM, media, consumer behavior/trends, and direct/addressable marketing
- Video production experience specifically in planning, shooting and editing, (understanding of lighting, camera types, audio recording, simple special effects and video editing) able to complete simple video production projects and organize larger video production projects. Track record of innovative and effective multimedia storytelling.
- Experience in web-based communications, marketing and technology strategies, including website design and content management. Experience in writing for the web and editing skills. Experience in

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best practices in building and maintaining websites, with thorough understanding of information architecture, web navigation, user interface, usability, accessibility standards and user experience testing.

- Experience with digital analytics tools; reporting and making recommendations based on findings.
- Experience with utilizing social media platforms specifically for marketing.
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies.
- Experience in working with designers, videographers and photographers
- Experience in managing external vendors
- Experience managing budgets, aligning strategic plans to budget forecasting and regularly reporting on expense tracking

Knowledge/Skills/Abilities

- Process and detailed oriented with a strong understanding of how to deliver on strategy.
- Able to persuade, demonstrate and reinforce the value of adhering to set digital market communications goals to content maintainers and creators.
- Strong project management, 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.
- Demonstrated ability to effectively communicate and collaborate with all levels of an organization.
- Self-starter who can move quickly to find the right solution. Able to work independently, usually within a complex and often ambiguous environment, and collaborate on team marketing communication plans.
- Excellent oral communication skills, including proficiency in public/promotional speaking to support team training and persuasion for project commitment.

Intermediate to expert use of current project and data management tools including:

- Google Analytics Solutions // Google Analytics // Google Data Studio
- SEO tools (MOZ and Yoast) // Meltwater
- Social Media (LinkedIn, Instagram, Facebook, X, Threads, Discord)
- Content Management Systems (Web publishing and Digital Display)
- MailChimp or sales funnel management platforms
- Adobe Creative Suite // AfterEffects // iMovie// Canva
- Project Management Software
- CRM (SalesForce and SugarCRM)
- Microsoft TEAMS

Nature and Scope

- **Contacts:** Must maintain productive internal and external working relationships with primary internal groups including Dean, Associate Deans, Department Chairs, Directors, Associate Directors, faculty and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including IST, faculty-based recruitment personnel, Office of University Relations, Creative Services and Marketing and Strategic Communications. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Confident and effective presentation skills to present and discuss digital media initiatives to the Dean, Faculty Chairs and Associate Dean level. Able to influence and motivate others to work to achieve University goals. Able to manage confidential information, and 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.

- **Level of Responsibility:** The role has specialized work with minimal supervision and from time to time has co-op direct reports. Establish goals in consultation with the Associate Director, Marketing and Communications but will work to influence a broad network of professionals and academics without Director authority. The Digital Media Manager must be able to act as a representative of the Office of the Dean and the Faculty of Engineering within the university. The Manager must be able to take initiative with little or no supervisory input. Should always exhibit a high degree of professionalism as a university representative.
- **Decision-Making Authority:** The role is responsible for making split-second content decisions on behalf of the Faculty and must use sound judgement and discretion. The timeliness and quality of online content contributes to the overall reputation of the university and to achieving the university's goals.
- **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. Continuous use of computer, audio-visual and other technology required to record, communicate and review data, reports, presentations, etc.