

Job Description

Job Title:	Marketing and Communications Manager
Department:	Human Resources
Reports To:	Chief Human Resources Officer
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	May 2024

Primary Purpose

The Marketing and Communications Manager is accountable for devising comprehensive internal communications and marketing strategies that directly support the Human Resources (HR) department and the Chief Human Resources Officer (CHRO) and the HR Leadership team. Additionally, they establish crucial relationships with senior leaders and the University Relations team to enhance the impact and alignment with key messaging to University audiences.

The Marketing and Communications Manager supports department-wide initiatives by offering strategic communication guidance to the CHRO, HR Leadership and the HR teams. The position is accountable for developing comprehensive communication strategies and supporting HR initiatives, utilizing best-practice expertise in communications to foster campus engagement by generating high-quality communications that reinforce HR and University strategic plans and objectives for optimum employee engagement.

The position is accountable for developing, and delivering consistent, quantifiable, strategic communications initiatives for internal and former employee audiences. The position encompasses a diverse array of duties that necessitate proficiency in employee communication, speech writing, marketing, and web design best practices.

Key Accountabilities

Strategy and implementation

- Develop leadership communications, speeches, and engagement to support the Chief Human Resources Officer's strategic initiatives, and collaborative partnerships across the University.
- Oversee and contribute to the development of messaging, speeches, reports, presentations, and other materials for a variety of HR leadership.
- Collaborates with University Relations and other senior leaderships to support University communication and maintain strong internal relationships across the institution.
- Demonstrate a robust knowledge of internal communications best practices. Draw upon this expertise to provide recommendations to the CHRO and the HR leadership team.
- Ensure the organizational infrastructure (tools, channels, and processes) is in place to deliver high-quality and creative internal communications to ensure the employee engagement delivered by internal communication.
- Supports the University's Emergency Communications Team to cover employee communications to support the delivery of internal communications at times of crisis.
- Supports the University with issues management by developing strategic responses to existing challenges or controversies that may affect the HR department or University reputation, operations, or relationships with stakeholders.
- Facilitate relationships with internal and external partners to support the initiatives and projects of the HR department.
- Supports the University in the review and development of employee-focused policies and guidelines.
- Leads the production of complex communications strategies and plans that address initiatives and project needs.

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- Ensure consistency of voice and message across different HR teams, projects, and themes

Communications and Marketing

- Design and implement comprehensive communication strategies to effectively convey HR policies, initiatives, and updates to employees. This includes creating communication plans for various HR programs and teams across the portfolio.
- Review and analyze the goals, strategy, and planning of the CHRO and the University and translate that into a compelling communication strategy and content.
- Collaborate with the HR Leadership on determining the needs of the CHRO in relation to the marketing and communications portfolio.
- Collaborate with the University Relations (Marketing and Strategic Initiatives, Communications, etc.) in strategic institutional projects that may involve the institution from a HR perspective.
- Develop the communications budget with the Financial Officer to support the marketing and communications strategy.
- Determine and locate appropriate resources (as needed) to support the marketing and communications strategy, including, but not limited to, HR, financial resources, campus partnerships, and external partnerships.
- Monitor the implementation of the marketing and communications strategy and, when necessary, realign the marketing and communications strategy accordingly.
- Ensure there is brand and style compliance of the institution and professionalism on all campaign materials.

Media Development and Communications

- Develop appropriate, professional, and impactful media (both print or digital) for the HR in support of marketing and communication campaigns and/or projects and the overall strategy,
- Communicate effective and impactful messaging and information through social media, press releases, as well as through Waterloo's various website platforms while following Waterloo's web-styles guide.
- Assess and analyze HR websites for usability, redundancy and overall functionality while making recommendations to the HR leadership team for required improvements.
- Analyze the HR website traffic and make recommendations to improve and enhance traffic to the sites (tier 0).
- Develop website content including original stories, articles, designs, videos, and integrated communications for the HR web presence.
- Maintain a thorough understanding of innovative new technologies that support communications and make recommendations to HR leadership for future initiatives.
- Ensure that all media and communications conform to Waterloo's brand standards and style guides as well as ensuring accessibility compliance,
- Organize events in support of media development and communications, like photography shoots, interviews, and focus groups.

Relationships and Outreach

- Maintain and build relationships with both internal and external University communities.
- Liaises extensively with University Relations on University communication matters.
- Ensures the internal and leadership communications meet deadlines and targets for effective delivery of communication channels.
- Coordinate and liaise with University departments to ensure consistency in communications and marketing materials.
- Develop positive relationships within the HR office and with primary stakeholders, both internal and external (such as recruitment providers, etc.), while identifying opportunities for internal collaboration.
- Represent HR on various committees such as Award Proposals and Applications, the Web Advisory Committee, the Social Media Committee, and other initiatives as required.

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Metrics and Impact

- Develop, review, and revise metrics to assess the effectiveness of the marketing and communications strategy and maintain a database to store these metrics for reporting.
- Develop a research-supported methodology using descriptive statistics to assess the metrics of the marketing and communications strategy.
- Manages web content and web platforms, using analytics and reporting tools to inform on the content strategy of campaigns and/or projects.

**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

- An undergraduate degree, with a focus on Marketing, Communications, or an equivalent combination of education and experience in communications and HR may be considered

Experience

- 5-7 years knowledge, understanding and experience of internal communications and engagement and especially its application to large scale organizational change and continuous improvement programs in a complex, fast-moving and diverse environment is essential.
- 3-5 years of directly related experience in communications with a demonstrated progression in level of responsibility and leadership; experience developing and executing a communications strategic plan, including metrics and reporting; experience working on a leadership team and building positive relations to ensure alignment with communication goals;
- Experience working with senior executives and leadership and demonstrating advance influencing and negotiation skills;
- Ability to write well and concisely with experience in proofing and editing materials (including speeches) and of presenting proposal and plans to senior leadership.
- Experience of developing organizational objective into material for targeted communications and engagement activities across a range of different channels and media, including face-to-face engagement
- Knowledge and experience in developing strategic organizational communications and a demonstrated commitment to quality; experience collaborating with cross-department colleagues to ensure the successful implementation of strategic plans.
- Knowledge of the University of Waterloo's culture, goals and stakeholders would be an asset.

Knowledge/Skills/Abilities

- Experience in developing and implementing strategic and communications plans.
- Relevant experience developing metrics that align with strategic and communications plans.
- Relevant experience developing marketing and communications campaigns that include research, metrics, and methodology to assess the success of the campaign.
- Experience developing and writing informative and concise reports using multimedia elements and descriptive statistics.
- Proficient in developing communication strategies that prioritize diversity, equity, and inclusion, fostering representation and belonging for audiences
- Experience of managing projects.

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- Superior writing skills for a variety of target audiences using an array of media, including but not limited to press releases, stories, social media posts, google ad words, brochures, and websites.
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of a university-level communication and aligned with brand strategies.
- Sound knowledge of design and print production processing an asset
- The ability to self-motivate and experience working independently with little supervision.
- Ability to build consensus, work collaboratively, and foster teamwork with multiple stakeholders and work with integrated project teams.
- Strong organizational skills, including a disciplined approach to project planning/management and execution with exceptional attention to detail accuracy.
- Sound understanding of the field of HR (including recruitment, compensation, performance management, and organizational and professional development) an asset.
- Extensive experience with proofing graphics, videos, and written materials.
- An understanding of the responsibilities under AODA legislation.
- Demonstrated experience using Adobe Creative Suite.
- Advanced: social media platforms and tools.
- Advanced: MS Office suite of products (Word, Excel, PowerPoint).
- Advanced: email marketing campaign and distribution platforms (MailChimp).
- Advanced: web content management system (WCMS – Drupal).
- Advanced: web-based project management platforms (Smartsheet, Microsoft Teams).

Nature and Scope

- **Contacts:** Communicates with employees in all groups to support and provide expertise for departmental and staff communication needs. Strong interpersonal and communication skills are required to develop a variety of materials via different mediums. Connects with internal and external institutional stakeholders.
- **Level of Responsibility:** , Responsible for developing the CHRO Communications strategy, leading the communication strategy, and working with the leadership team on strategic priorities.
- **Decision-Making Authority:** Under the direction of the CHRO, this position is responsible for delivering effective communication materials aligned with the goals, projects, and strategic initiatives of the HR Department and working with the HR Leadership team on strategic communications, projects, and priorities.
- **Physical and Sensory Demands:** Moderate sensory demands typical of a position in a very busy, customer-focused office environment with interruptions and competing priorities.
- **Working Environment:** Located in a comfortable indoor office area; location may change within the campus; minimal/no exposure to disagreeable conditions. May be working remotely, as needed, on an ad hoc basis. There is potential for work outside of regular business hours to support emergency communications.