Job Description

Job Title:	Marketing and Communications Specialist
Department:	Associate Provost Students Office
Reports To:	Manager, Digital Student Experience
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	January 2025

Primary Purpose

As a member of the UWaterloo Life team within the Associate Provost Students (APS) portfolio, this position is responsible for consultation, planning, implementation and evolution of inclusive communications plans with a focus on Food Services (FS). The incumbent works within a team of communications specialists who support a unified approach to student communications across the APS portfolio. The Specialist must demonstrate and champion an equity and anti-racist informed approach to their work – particularly as it relates to marketing and communication initiatives for a diverse audience.

Emphasis will be on supporting the portfolio in the following ways:

- Collaborating both internally and externally to ensure messages are tied to APS communications themes and resonate with the diverse student audience.
- Managing digital assets, including maintenance of websites, social media and other digital platforms, such as digital screens.
- Lead the UW Food Services Marketing and Communications team to deliver marketing, merchandising and communications initiatives to raise the level of customer awareness and purchasing. Coordinate promotions and student engagement initiatives at on-campus events.

Key Accountabilities

Department specific marketing and merchandising initiatives and strategies

- Oversee the development, implementation and evaluation of marketing plans and strategies for University of Waterloo Food Services.
- Recommend progressive improvement tactics to keep marketing strategies and promotions fresh and competitive.
- Energize the department brand(s) and support a sense of community that engages our customers and enriches the student experience.
- Actively participate in internal committees including the Sustainability Committee, Pricing committee, and Chair the Product Improvement committee and Mobile App committee
- Represent department on university committees and link concepts to marketing strategies.
- Complete market research and data analysis on consumer participation and marketing trends of residence populations, pricing, and national/regional consumer spending.
- Liaise with other departments to support and develop compatible marketing initiatives/plans.
- Manage the development and have oversight of the annual Food Services budget and spending activities for the Marketing area.

- Adhere to Procurement and Contract Services Policies and departmental guidelines for spending activities.

Mobile Ordering App
- Coordinate and liaison with service provider for any software issues with mobile ordering app
- Support and train operators as needed on mobile ordering app
- Oversee loyalty program and marketing strategy for mobile ordering app

Restaurant Partners
- Liaison with Watcard department to ensure restaurant partners are set up with legal documents and equipment
- Lead marketing initiatives for promotion of restaurant partners
- Leads the creation and implementation of multi-unit, collaborative content strategy, bringing together marketing and communications teams from across the APS portfolio and beyond.
- Works collaboratively with key external stakeholders including vendors, parents and families, and partners.

Communication and Social Media
- Lead the strategic direction of communication materials including print, digital media, social media and web communications.
- Work collaboratively with department leaders on merchandising strategies and the introduction of new products.
- Oversee the content calendar and content creation for UW Food Services social media channels
- Support internal department communications including presentations, newsletters, digital and print media.
- Stay current on the emerging priorities of students and social media trends.
- Understand the University of Waterloo brand and integrate with new and existing Food Services branding concepts while adhering to consistent standards for the department.
- Manage the information displayed within the eateries as it pertains to marketing, events and promotions.
- Gathers, analyzes and reports on data and analytics for web and social initiatives. Utilizes findings to drive future evidence-based approaches.

Student/Customer Engagement and Event Planning
- Create the strategy and coordination of participation at UWaterloo community events to promote department including creating promotional materials, set-up of information booths, attending events (e.g. Campus Life Days, You @ Waterloo Day, etc.).
- Lead customer service inquiries strategy and department marketing resources.
- Oversees the resolution of customer issues to the highest level of customer satisfaction, referring situations that cannot be satisfactorily resolved, or require an adjustment of more than $200, to the Director.
- Develops strategy to gather, monitor and evaluate efforts using various feedback mechanisms (e.g., customer feedback software (Touchworks), evaluation forms, questionnaires, surveys and focus groups) to ensure goals are achieved.

Staff Management, Motivation, and Mentorship
- Provides functional direction, mentorship and oversight of the Marketing and Customer Service Assistant and Co-op Students in the Food Services department. Supports recruitment for these positions as needed.

- Leads 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 and goal setting.
- Creates and maintains a collaborative and positive work environment.
- Ensures the delivery of results in support of UWFS' goals, objectives and values relating to customer service, marketing, and communications.

**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

- A University Degree or equivalent education and work-related experience.

Experience

- 5+ years of demonstrated Marketing and Communications experience.
- Experience managing, coaching and developing direct reports
- Experience managing a budget
- Experience with Adobe Creative Suite, Canva, Qualtrics & Social Media management is required
- Experience with web design and content management using Drupal or WCMS would be an asset.

Knowledge/Skills/Abilities

- Strategic thinking, superior customer service skills, team leadership, interpersonal, organizational and communication skills is required.
- A high degree of professionalism, sound judgement, patience and confidentiality is required.
- Demonstrated leadership ability
- Excellent project management skills
- Familiarity with University policies and procedures and of the department is essential to providing effective service.
- Strong practical knowledge of equity and anti-racist practice and principles
- Demonstrated ability to consider and positively engage with barriers and opportunities for equity-deserving individuals.
- Proven experience in supporting communications with an equity or anti-racism lens.

Nature and Scope

- **Contacts:** Works closely with all levels of department leadership and culinary staff to develop and implement effective marketing plans, brand identities, and strategies. Interact and liaise with wider campus community including other support departments and faculty.
- **Level of Responsibility**: Functional supervision (support hiring, performance management, delegate work to solve complex problems for) employee(s) and co-op student(s) if applicable.
- **Decision-Making Authority**: Makes timely, independent and diverse decisions based on general guidelines and directives. Requires flexibility in decision-making, responding to changing priorities and competing demands.
- **Physical and Sensory Demands**: Minimal physical demands typical of an administrative position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of an administrative position, moderate exposure to stress and pressure.