**Primary Purpose**
Lead the UW Food Services Marketing and Communications team to deliver marketing and communications initiatives and public relations efforts to raise the level of customer awareness and purchasing. Energize the department brand(s) and support a sense of community that engages our customers and enriches the student experience.

**Key Accountabilities**

### Department specific marketing and merchandising initiatives and strategies
- Oversee the development, implementation and evaluation of marketing plans and strategies for trade shows, conventions, seminars, unit promotions and theme events.
- Recommend progressive improvement tactics to keep marketing strategies and promotions fresh and competitive.
- Prepare and distribute termly promotions and events calendar.
- Coordinate and execute residence and campus events from inception to completion.
- Actively participate in internal committees including the Menu Team, Pricing committee, and Product Improvement with a merchandising and marketing perspective.
- Represent department on university committees, including chairing the Food Advisory Board (FAB) and Marketing and social media committees. 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.
- Assist with concept development of menus, unit offerings and promotions.
- Liaise with other departments to support and develop compatible marketing initiatives/plans.
- Manage the development and maintenance of the annual budget and spending activities for the Marketing area.
- Adhere to Procurement and Contract Services Policies and departmental guidelines for spending activities.

### Communication and Social Media
- Produce and recommend 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.
- Provide creative expertise to the development of the department newsletter.
- 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.
Job Description

- Manage the information displayed within the units, digital and printed menus and staff bulletin boards as it pertains to marketing, events and promotions.

**Student/Customer Engagement and Event Planning**
- Coordinate the UW Farm Market including attending auctions to purchase product, set-up, pricing, vendor participation, volunteer recruitment.
- Participate in UW community events to promote department including creating promotional materials, set-up of information booths, attending events (e.g. Campus Days, Student life 101, You @ Waterloo Day, etc.).
- Contact for customer service inquiries and department marketing resources.
- Resolve 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.
- Gather, monitor and evaluate efforts using various feedback mechanisms (e.g. comment cards, evaluation forms, questionnaires, surveys and focus groups) to ensure goals are achieved.
- Liaise with the UW Registered Dietician and Operations to implement the department wide nutrition awareness program.

**Oversee the work of applicable salaried and support staff.**
- Recruit, train, coach and motivate staff on an ongoing basis while providing a constructive and positive working environment.
- Performance manage staff in consultation with Human Resources/Employee Relations area.
- Complete performance evaluations on applicable staff.

**Required Qualifications**

*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*

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

**Experience**
- 5+ years of demonstrated Marketing and Communications experience.
- Experience with Adobe Creative Suite, Social Media 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.
- Familiarity with University policies and procedures and of the department is essential to providing effective service.

**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:** Direct supervision (hire, manage performance, 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.
Job Description

- **Working Environment:** Minimal exposure to disagreeable conditions typical of an administrative position, moderate exposure to stress and pressure.