

Job Description

| | |
|------------------------|--|
| Job Title: | Marketing and Communications Manager |
| Department: | Conrad School of Entrepreneurship and Business |
| Reports To: | Director |
| Jobs Reporting: | Marketing and Communications Coordinator |
| Salary Grade: | USG 10 |
| Effective Date: | October 2014 |

Primary Purpose

The Marketing and Communications Manager (The Manager) will provide leadership to all of Conrad's strategic marketing and communication objectives as they pertain to recruitment for three graduate programs and two undergraduate programs, and the definition, development and maintenance of a strong global brand for entrepreneurship education. The Manager will also demonstrate leadership in advancing Conrad's strategic goals with respect to its external relationships; these include alumni, mentors and coaches, and both local and national entrepreneurship and business communities.

Key Accountabilities

Marketing and Communications

- Provide leadership and vision to develop, implement, coordinate and monitor comprehensive marketing, communication and recruitment strategies
- Review, develop, produce and distribute effective marketing information and dissemination systems
- Market research including identification, monitoring and data analysis of national and regional trends
- Conduct communications audits and competition analysis, and utilize these findings to develop recruiting, marketing and communication strategies and the dissemination of this information to others at Conrad and University of Waterloo (UW) at large
- Accountable for the marketing and communication budget, including development, monitoring, and revisions
- Approve official Conrad communications
- Autonomously develop ongoing expertise and stay current in a changing media and social media landscape
- Build relationships within the Faculty of Engineering and the wider university in support of the entrepreneurship education objectives of Conrad and UW
- Acts as the primary media contact for all external media inquiries, providing counsel for projects in collaboration with all external stakeholders, autonomously fostering and managing relationships with relevant media outlets with which Conrad interacts, and aspires to interact

Staff Management

- Accountable for hiring and direction supervision of communications staff
- Exercise influence over the communications activities of all other staff and faculty within Conrad

Required Qualifications

Education

- University degree, preferably in a field related to marketing and communications (communications, journalism, public relations, English) or significant industry experience
- Masters degree preferred, as graduate level proficiency is a requirement of the role

Experience

- 6+ years of relevant marketing and communications leadership experience
- Proven expertise in independently developing and implementing integrated marketing and communication plans for multiple audiences
- Demonstrated experience as a communications strategist
- Extensive experience in writing corporate communications, advertising, and marketing materials
- Extensive editorial experience, with both print and electronic communications
- Demonstrated ability to incorporate both traditional and new communications technologies in strategic initiatives

Knowledge/Skills/Abilities

- Superior written and oral communication skills
- Excellent human relations skills; outstanding ability to build constructive team relationships and to foster and manage relationships with ability to build constructive team relationships and to foster and manage relationships with internal and external stakeholders
- Proven ability to manage a large volume of work, conflicting priorities and deadlines
- Strategic thinker with proven ability to develop and execute marketing and communication strategies in a highly professional manner

Nature and Scope

- **Contacts:** The primary internal group would include the Director, Associate Directors, faculty and staff of Conrad; leaders and administrators within the Faculty of Engineering; Office of the VP of External Relations; faculty based recruitment personnel, Creative Services, Marketing and Strategic Communications. Just as important are the external working relationships with the external entrepreneurship, business and technology communities, and Conrad's extensive and global alumni network. Some of these relationships are formal and well defined (e.g., Conrad's Advisory Council), others are less formal and the creation of coherence is part of the responsibility of the Manager. The Manager must be comfortable building new relationships in high profile networking contexts.
- **Level of Responsibility:** The job has specialized work with minimal supervision and has direct reports reporting to it. Further, great capacity to influence a broad network of professionals and academics without Director authority is required. The Manager must be able to act as a representative of Conrad both internally and externally on a national and international level. The Manager must be able to take initiative with little or no supervisory input. Establishes goals in consultation with the Director.
- **Decision-Making Authority:** Authority to purchase consulting and marketing services, publications, outreach pieces and media ads. The Manager has ultimate responsibility for the marketing budget of Conrad. The Manager is a key part of the senior leadership team of the School and suggests program modifications and participates in the development of the School's strategic goals as necessary and helpful. The Manager is the point person for the development and refinement of Conrad's brand.
- **Physical and Sensory Demands:** Extensive sitting and concentrated and attentive use of the computer. Requires exertion of physical or sensory effort resulting in slight risk of repetitive strain injury. The position requires the balancing of conflicting demands and deadlines while accommodating interruptions to deal with pressing issues as they arise.
- **Working Environment:** Conditions typical of an office environment. Some evening and weekend hours required. Periodic travel as Conrad's representative is required.