

## Job Description



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<b>Job Title:</b>	Specialist, Content Strategy
<b>Department:</b>	Office of the Registrar, Marketing & Undergraduate Recruitment
<b>Reports To:</b>	Manager, Marketing and Communications Strategy
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	August 2021

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### **Primary Purpose**

The Specialist, Content Strategy is responsible for the development and implementation of day-to-day editorial planning and content marketing strategy for Marketing and Undergraduate Recruitment (MUR) communications in order to achieve the departmental goals.

The incumbent is trusted to develop and maintain productive working relationships with all faculties, departments, schools, and units (FDSU) at the University of Waterloo. The role collaboratively plans, leads, and evaluates print and web plans and strategies that provide just-in-time information to future students and their key influencers at each stage of the decision-making process, according to the Enrolment Management Funnel. These strategies have a substantial and coordinated impact on the successful achievement of enrolment management and revenue objectives.

The incumbent collaborates with the marketing and communication team within MUR, to ensure strategies align with institutional priorities, industry best practices, and audience preferences.

Reporting to the Manager, Marketing and Communication Strategy, and in collaboration with colleagues in the Registrar's Office (RO), Marketing & Undergraduate Recruitment and campus partners, plays a major role in shaping undergraduate recruitment initiatives that strengthen the University's global brand reputation.

### **Key Accountabilities**

#### **Engineering and optimizing content to achieve departmental goals.**

- Accountable for the execution of MUR's multi-channel content strategy communication across a variety of platforms for domestic and international audiences, in order to ensure timely messaging, implementation of best practices, and coordination of efforts across the team.
- Directs the day-to-day communications and editorial calendar for MUR, identifying and sharing new opportunities as they arise. Maps content to the Enrolment Management Funnel and makes data-driven decisions and adjustments to the evolving content marketing strategy.
- Leads the development and production of the University's undergraduate recruitment print viewbooks.
- Identifies opportunities to diversify message deployment across print, digital, email, and social media, and facilitates a content-centric culture among MUR Marketing and Communications team.
- Works in partnership with the Specialist, Content Development, and others on the MUR team to plan and create content on Waterloo's website for future undergraduate students.
- Develops and revises web content to meet the needs of MUR/RO's key audiences and influencers, to convey key recruitment messages, and to align with the MUR and University strategic plans.

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- Partners with MUR colleagues to conduct research, interview, write, edit and fact-check a variety of communications materials to support of the overarching MUR marketing and communications plan.
- Works with the Specialist, Marketing Insights, to establish research objectives and create data analysis solutions to inform decision-making, strategy development, messaging, and budget spend; to determine the optimal methods of evaluating the effectiveness of the strategies for which the position is responsible; and to ascertain and recommend the most effective enhancements.
- Applies an extremely high standard with respect to grammar, punctuation, and language usage, and for ensuring that all materials safeguard the outstanding Waterloo reputation and position the university as an innovative, high-quality academic institution.

### **Collaborates, advises, and consults.**

- Works closely with MUR/RO and FDSUs to ensure messaging is cohesive, consistent, and well timed, and shares knowledge so all team members can incorporate new information into initiatives.
- Advises the Manager, Marketing and Communications Strategy, and other MUR team members with respect to new or evolving marketing strategies for recruitment and admissions.
- Interacts with the MUR/RO and FDSUs, with respect to scheduling campaigns and contributing to a holistic campus content plan.
- Interacts with FDSU marketing and undergraduate recruitment professionals to share best practices, research, and seek opportunities to integrate communications efforts.
- Coordinates editorial calendar with MUR colleagues, to avoid duplication of effort and audience fatigue and to ensure the integration and consistency of messaging of undergraduate marketing materials across FDSU.
- Advises Creative Services on the MUR brand and voice within recruitment materials, and facilitates negotiations related to production schedules, vendors, and budget.
- With recognition and understanding of the disparate priorities of on-campus partners, proactively establishes and fosters collaborative relationships with the FDSUs; in order to build consensus, and to co-ordinate the alignment of recruitment activities so that the needs of other areas are balanced with the effective marketing of the university as a whole.
- Represent MUR/RO at university-wide meetings, proactively providing expertise and insight with respect to recruitment and marketing issues, and advocating on behalf of the prospective undergraduate audience.

### **Understands and applies current, relevant market research and institutional knowledge.**

- Maintains a clear understanding of generational characteristics and the needs of prospective students and influencers at every stage of the enrolment management funnel to enhance the content strategies.
- Strategically reviews scholarly research to discern content of interest to MUR target audience. Evaluates research discoveries to determine the most strategic and engaging approach to creating content that will be used across the University's communications channels.
- Conducts environmental scans to identify new approaches and assess new technologies to deliver content in new and innovative ways.
- Keeps fully informed and knowledgeable about all aspects of Waterloo's programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, current departmental and campus-wide initiatives, and how any changes impact the strategies for which the position is responsible.
- Works with the Specialist, Marketing Insights to conduct competitor audits, communication audits, and gap analyses in order to identify opportunities for new or amended engagement with the target audience.

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<ul style="list-style-type: none"><li>• Works with the Specialist, Marketing Insights to provide audience expertise to a variety of campus departments.</li></ul>
<p><b>Manages, motivates, and mentors staff.</b></p> <ul style="list-style-type: none"><li>• Trains campus partners on the prospective student voice, storytelling, and alternate story-telling forms.</li><li>• Provide day-to-day guidance to peers in regards content creation and management.</li><li>• Hires, trains and supervises part time and casual staff who report to the position.</li><li>• Accountable for collaborative projects, setting clear and reasonable expectations, providing ongoing feedback, ensuring the delivery of results, and establishes a strong foundation for performance through comprehensive training.</li><li>• Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, and creativity.</li></ul>
<p><b>Project manages work flow and business practices.</b></p> <ul style="list-style-type: none"><li>• Monitors, reviews, and oversees internal communication practices to ensure that processes are effective, and proactively recommends new opportunities to build greater efficiencies across the department and campus partners.</li><li>• Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined, and examined for communication and marketing activities as a basis for strategy development.</li><li>• Applies MUR project management best practices and tools to accurately document all components of each campaign strategy for which the position is responsible, and contributes appropriate updates to the overall MUR strategic plan.</li><li>• Accountable for the department's editorial content marketing calendar to ensure transparency and strategic messaging.</li><li>• Collaborates with the Specialists, Communications Design and Specialist, Content Development to develop and maintain consistent documentation and recording methods across all communications projects.</li></ul>
<p><b>Other</b></p> <ul style="list-style-type: none"><li>• Participate in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including other general and specific duties as may from time to time be determined.</li></ul>

*\*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**

<p><b>Education</b></p> <ul style="list-style-type: none"><li>• University degree in business, communications, advertising, marketing, media studies, or equivalent combination of education and experience.</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>• 4+ years of experience in marketing and communications, specifically the areas of content marketing.</li><li>• 3+ years of experience in writing/editing and technology platforms for social media, web, video and email campaigns.</li><li>• 3+ years of experience in project management.</li><li>• Experience planning and driving thought leadership and event marketing programs from inception to activation.</li></ul>

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- Proven ability and experience in remaining engaged and knowledgeable of emerging storytelling best practices, visual storytelling, and knowledge of how to optimize content for SEO/SEM.
- Experience in website management and development, accessibility standards.
- Previous supervisory experience is an asset.

### **Knowledge/Skills/Abilities**

- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.
- Skill in promotional writing with a specialty in student audiences, including knowledge of the use of research to acquire an understanding of their styles, approaches, and preferences.
- Knowledge of new and emerging digital communications platforms and how they can be integrated across multiple marketing channels including traditional activities.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- Excellent written and verbal communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Knowledge of Waterloo's Content Management System (e.g., Drupal and AODA)
- Knowledge of student recruitment marketing and enrolment management principles, as defined by industry enrolment management experts such as Noel Levitz; the university brand; and the significant forces that influence Waterloo's quest for high-quality undergraduate students.
- Clear understanding of the influencers of the university's primary prospective student audience (parents, teachers, guidance counsellors, friends) and of the most effective methods of communicating with those influencers.

### **Intermediate to advanced use of the following tools:**

- Project Management Software (Smartsheet)
- Blast email software (MailChimp)
- SEO // Enterprise SEO
- Social Media // Enterprise scheduling and reporting
- Customer Relationship/Engagement Management Systems
- Digital collaboration tools (MS Teams)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint

### **Nature and Scope**

- **Contacts:** Internally, communicates with employees in all groups and departments and at all levels to deal with, influence, and motivate others in order to execute and integrate a variety of communication strategies.
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for successfully planning and delivering communications strategies for MUR and for providing expert advice on editing, audience perspectives, and marketing strategies

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- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing communications strategies, market research, organization of resources, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.
  - **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:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.