

Job Description

Job Title:	Associate Director, Marketing
Department:	Dean of Engineering Office
Reports To:	Director, Marketing & Communications
Jobs Reporting:	Marketing & Undergraduate Recruitment Specialist, Undergrad Recruitment Coordinator, Marketing and Digital Media Specialist, Digital Community Engagement Specialist
Salary Grade:	USG 11
Effective Date:	January 2023

Primary Purpose

As a key member of the Advancement team in the Office of the Dean of Engineering, the Associate Director, Marketing will strategize, and project manage the Faculty's marketing initiatives to strengthen the global reputation of Waterloo Engineering and continue to recruit top engineering students from Canada and around the world

Accountable for planning, project managing, delivering, evaluating and reporting on the impact of marketing strategies designed to inspire and engage prospective students, alumni, donors, corporate partners and industry. You will support the efforts for recruiting graduate students aligned with the Engineering Graduate Studies team.

Working in partnership with the Advancement Director, Marketing and Communications, this role will ensure that marketing communications content is integrated and leveraged across a range of online channels and strategize and create new marketing initiatives aligned with the Faculty's marketing communications and recruitment objectives.

Key Accountabilities

Marketing and communications planning and execution

- Working with the Director, Marketing and Communications to create digital marketing and communications strategies and then set a tactical plan to deliver on objectives.
- Acting as the Faculty's 'Point of Contact' for the Waterloo Content Management System (WCMS), to oversee all faculty websites including establishing new sites, and regular content audits and reviews of existing sites.
- Responsible for overseeing the creation and execution of social media strategy in partnership with Engineering Development and Alumni Relations, Undergraduate and Graduate studies Recruitment, and Engineering Communications Officers
- Constantly explore and proactively suggest new and creative ways to "tell our story" and expand our audience reach.
- Ensure that the Faculty's marketing communication initiatives are aligned with the Waterloo vision, brand promise and attributes.
- Remain current on issues, trends, technologies, demands and approaches in digital marketing communications to advise the Director, Marketing and Communications and determine means to implement initiatives across the Faculty.

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- Support undergraduate and graduate student recruitment teams in the planning and delivery of marketing initiatives

Measure and report performance of all digital initiatives, and assess against goals (ROI and KPIs)

- Set measurable goals and support the tracking and reporting on goals to determine effectiveness of marketing communications programs and create recommendations for the full Engineering Advancement team to ensure we are delivering on plan
- Establishes and regularly writes performance reports (e.g., alumni engagement on social media platforms; impact of Google Analytics reports on refining our editorial calendar) to share with key stakeholders and content creators as a means to strengthen audience engagement.
- Translates performance metrics from digital campaigns and strategic initiatives into reports to provide the web teams with an understanding of how initiatives performed and to identify future opportunities.
- Coordinate the collection of and responses to website feedback and provide to assigned content creators.
- Work with assigned content creators within the WCMS, building and reinforcing content strategy, providing support in best practice and means for audience analysis for the faculty site and department sites.

Integrate and leverage all Faculty of Engineering marketing communications content

- As part of the Waterloo Engineering Communications Council guide and support Faculty-level website demands within Engineering's web space, working with a range of Faculty stakeholders who create and maintain content on a regular basis. Expected to establish and maintain a strong collaborative and supportive approach to foster and encourage creativity, innovation and excellence, and personal accountability with content creators. Actively tracks, monitors and reviews on activities on department sites to ensure web best practices and University policy are being followed and offers guidance and support as required.
- As required, provide copy writing and editing support to assigned content creators on digital projects in alignment with online writing best practices and web accessibility requirements.
- Liaise, consult and negotiate with staff in Engineering Computing, IST and University Relations on technology requirements associated with digital communications solutions including digital publications, social media platforms and HTML mass emails. Represent the Faculty of Engineering's strategic interests and plans for digital projects on committees across the Waterloo campus.
- Works closely with Faculty Communications Officers to integrate editorial calendars and communications planning tools as part of expanding the audience reach of the Advancement team.

Project manage and lead all digital initiatives

- Oversees the effective project management of digital projects, including personnel, resources, time, and budget, as well as the definition, monitoring, reporting, and refining of appropriate metrics.
- Develops and manages project methodology that ensures successful project integration with all stakeholders, ensuring thorough and open communication with all teams involved to deliver on project goals.
- Lead video marketing communication planning for the Advancement team, supporting the production of content to fulfil media interests, and sourcing and securing vendors for larger projects as required. Ensure the proper management of external vendors from project conception, and planning through to project management and quality reporting.
- Content management for digital display systems used to support efforts of alumni affairs and donor relations.

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- Lead the Advancement team and departments in proper digital asset file management.

Leading or managing people

- Leadership and management of undergraduate recruitment and marketing regular and contract staff
- Regularly manages rotating co-op students
- Works directly to source, hire and manage freelance vendors and external service providers as required
- Lead the Advancement MarComm teams' embrace and ongoing use of Project Management tools

Other

- Connected to the University's central web pages' role in emergency and crisis communication, and ensure Engineering's communications channels are compliant with these guidelines.
- Participate in alumni, donor relations and recruitment events as required.
- Other duties as assigned.

**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

- University degree in marketing communications, business, advertising, marketing, media studies, or applied sciences or equivalent combination of education and experience

Experience

- Four to six years' experience in content marketing, digital marketing, marketing insights, and account management/client service; preferably gained through agency-side marketing positions or from working as an internal advisor within a marketing or sales team of an organization.
- Experience with inbound marketing, CRM and lead gen tools and structure, consumer behaviour/trends, and direct/addressable marketing
- Experience in web-based communications, marketing and technology strategies, including website design and content management. Experience in writing for the web and editing skills. Experience in best practices in building and maintaining websites, with thorough understanding of information architecture, web navigation, user interface, usability, accessibility standards and user experience testing.
- Experience with digital analytics tools; reporting and making recommendations based on findings.
- Experience with utilizing social media platforms specifically for marketing.
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies.
- Video production experience specifically in planning, shooting and editing, (understanding of lighting, camera types, audio recording, simple special effects and video editing) able to complete simple video production projects and organize larger video production projects. Track record of innovative and effective multimedia storytelling.
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.
- Experience in managing and leading people
- Experience in media relations considered an asset

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- Postsecondary student recruitment experience – international exposure considered an asset
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Knowledge/Skills/Abilities

- Process and detailed oriented with a strong understanding of how to deliver on strategy.
- Able to persuade, demonstrate and reinforce the value of adhering to set digital market communications goals to content maintainers and creators.
- Strong project management, organizational and problem-solving skills coupled with the ability to manage multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to effectively communicate and collaborate with all levels of an organization.
- Self-starter who can move quickly to find the right solution. Able to work independently, usually within a complex and often ambiguous environment, and collaborate on team marketing communication plans.
- Excellent oral communication skills, including proficiency in public/promotional speaking to support team training and persuasion for project commitment.

Intermediate to expert use of current project and data management tools including:

- Google Analytics Solutions // Google Analytics // Google Data Studio
- SEO tools (MOZ and Yoast) //
- Media monitoring tools (Meltwater and Cision)
- Social Media (LinkedIn, Instagram, Facebook, Twitter, Snapchat) // Enterprise scheduling tools (Hootsuite, Socialbakers, etc)
- Content Management Systems (Web publishing and Digital Display)
- Adobe Creative Suite // AfterEffects // iMovie//
- Project Management Software (Air Table, Wrike, Smartsheet)
- CRM (SalesForce and SugarCRM)
- Email and lead gen systems (MailChimp, upaknee Pardot, Hubspot)
- Enterprise collaboration tools (Microsoft Teams, Mattermost, Slack)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint

Nature and Scope

- **Contacts:** Highly detailed oriented with strong project management skills. Must maintain productive internal and external working relationships with primary internal groups including Dean, Associate Deans, Department Chairs, Directors, Associate Directors, faculty and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including IST, faculty-based recruitment personnel, Office of University Relations, Creative Services and Marketing and Strategic Communications. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Confident and effective presentation skills to present and discuss digital media initiatives to the Dean, Faculty Chairs and Associate Dean level. Is able to influence and motivate others to work to achieve University goals. Able to manage confidential information, and work independently or as part of a team. The capacity to empower and lead project teams and to work effectively and efficiently in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.
- **Level of Responsibility:** The role has specialized work with minimal supervision and regularly has co-op student direct reports. Establish goals in consultation with the Director, Marketing and Communications but will work to influence a broad network of professionals and academics without

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Director authority. Must be able to act as a representative of the Office of the Dean, Advancement team, and the Faculty of Engineering within the university. Must be able to take initiative with little or no supervisory input. Should always exhibit a high degree of professionalism as a university representative.

- **Decision-Making Authority:** The role is responsible for making split-second content decisions on behalf of the Faculty and must use sound judgement and discretion. The timeliness and quality of online content contributes to the overall reputation of the university and to achieving the university's goals.
- **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:** Most work is performed in the office environment, including regular meetings with various campus and external partners, internal and external committees and networks; intermittent work outside the normal operating hours of the institution. Occasional travel. Continuous use of computer, audio-visual and other technology required to record, communicate and review data, reports, presentations, etc.