

Job Description

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| Job Title: | Market Research Manager |
| Department: | Co-operative and Experiential Education |
| Reports To: | Director, Communications and Marketing, Co-operative Education |
| Jobs Reporting: | None |
| Salary Grade: | USG 9 |
| Effective Date: | March 2016 |

Primary Purpose

Within the Communications & Marketing unit of Co-operative Education, responsible for the investigation, identification, direction, implementation, management, and monitoring of the employment market research that forms the foundation of lead generation and job development initiatives related to the recruitment and retention of employers and that governs and supports decision-making, strategy development, messaging, and budget. The incumbent plays a vitally critical role in obtaining the market intelligence and data that underlie and inform the evidence-based planning of marketing and lead generation strategies directed at the achievement of Co-operative Education's strategic business goals and Key Performance Indicators. The incumbent will also assess and glean best practices for working with employers and supporting their student recruitment and share these practices within the department as a part of our continuous improvement goal.

Key Accountabilities

Develops, implements, and manages a strategic research plan that supports the job development and lead generation activities to maintain the existing student employment rate through the recruitment of new employers and the retention of current employers

- Responsible for developing and writing a 3-year strategic research plan to deepen Co-operative Education and the University's insight into high potential employment markets.
- Proactively manages and executes the timely operationalization and delivery of all aspects of the overall plan, including the development of survey questions, the administration of surveys, and the plan for analyzing the results and formulating recommendations.
- Proactively ascertains the need for and instigates strategic research opportunities involving direct contact with target audiences, and then organizes and directs their tactical implementation
- Plan and implement outreach activities to engage employers to gain market intelligence about specific industry sectors, and areas of job growth
- Plan and develop an ongoing staff education and communication plan to share market research findings and implications for Co-operative Education's strategic goals.
- Determines, manages, and conducts ongoing, timely research to ascertain the effectiveness of marketing, lead generation and job development strategies.
- Determines and recommends any specific, measurable, actionable, and realistic metrics that can be employed as indicators of the success of Co-operative Education's strategic marketing and communication plans
- Responsible for analyzing the results of all research studies and writing clear, comprehensible, timely, documented reports that include appropriate recommendations for strategy enhancements and improved tactical solutions based on the results; meets with various units and other key stakeholders to ensure accurate interpretation and appropriate next steps.

Analyzes and reports the competitive employment landscape and the areas of employment market growth that correspond to priority areas of lead generation and employer recruitment, job development and employer retention.

- Prepares and delivers any required in-person presentations of research results.
- Investigates and conducts market research to support program feasibility studies
- Following a structured systematic and consistent approach manages and conducts ongoing strategic market research that investigates and analyzes how UWaterloo's competitors position themselves domestically and internationally.
- Will play a key role in decisions related to purchasing and implementing any future customer relationship management system, and in determining its optimal use as a strategic tool for supporting new employer recruitment and employer retention.
- Manages all aspects of UWaterloo participation in large-scale surveys, such as but not limited to the QS Employability Rankings.
- Maintains a detailed understanding of Communications & Marketing and Co-operative Education's information needs, including the specific requirements of the Marketing Outreach, Employment Relations, and Student and Faculty Relations units within Co-operative Education.
- Proofreads and copy edits any survey instruments produced by or associated with Co-operative Education to ensure accuracy, consistency, and grammatical correctness.
- Maintains awareness of, analyzes, and understands all types of recorded university data, including but not limited to key performance indicators, student satisfaction surveys, and government reporting data related to graduate outcomes;
- Trains and supports team members with respect to the use of any data analysis tools.
- Serves as the Co-operative Education representative on any relevant committees proactively providing expertise and insight with respect to employer recruitment, marketing, and communications issues and advocating for consideration of requirements related to the prospective and current employer audiences.

Collaborates, advises, and consults

- Works closely across Co-operative Education to ensure the cohesiveness, consistency, and integration of research goals and plans with current strategies and messaging.
- Supports and advises teams in general and the Director, Communications & Marketing, in particular with respect to any new or evolving research strategies, opportunities, and results as well as any analyses that may assist with decisions about priorities and long-range planning.
- Provides employment market research and expertise to a variety of departments on campus.
- Collaborates and exchanges information about the employment market with the Manager, Data Analytics and Planning to ensure that market insight is included in overall Co-operative Education target and goal-setting and plans.
- Collaborates closely with campus partners to provide input and expertise and to obtain advice with respect to Co-operative Education research requirements and initiatives, including but not limited to survey management and interpretation, market analysis, admission analysis and information, regulations and policy development, forecasting, return on investment information, retention definition and analyses, and participation in large-scale surveys such as national reputation surveys.
- Shares research analysis, detailed reports, and clear explanations with all interested and affected on-campus stakeholders.
- Proactively shares knowledge so that all Co-operative Education employer-facing staff can incorporate new information and techniques into their initiatives.
- Embraces supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy in his/her work.

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Understands and applies current, relevant research methods and trends, audience and market factors, and institutional knowledge and shares employer best practices and processes

- Keeps fully informed and knowledgeable about all aspects of employment markets, industry shifts and trends, new and existing programs, visual identity and branding, employer and student satisfaction, and other issues related to current or prospective employers including all relevant research, communications, employer recruitment initiatives, and how any changes impact the strategies for which s/he is responsible.
- Maintains awareness of any significant external and environmental marketing factors, such as reputational rankings and demographics that can have an impact on existing or prospective employers.
- Maintains a clear understanding of the characteristics and the needs of Co-operative Education's domestic and international employers, including their preferences with respect to completing surveys, questionnaires, and other research instruments, so that s/he can translate this information into effective tactics for enhancing research strategies.
- Keeps current with respect to best practices in research methodologies, especially for employer recruitment-related audiences, as well as trends in communicating with prospective employers and influencers.
- Keeps current with best employer practices in student recruitment and shares knowledge within Co-operative Education to strengthen our department's overall account management approach.

Manages work flow and business practices

- Assumes management responsibilities for all research studies, including personnel, interdisciplinary project teams, resources, time, and budget, ensuring proper control of expenditures for the strategies for which s/he is responsible.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each particular research strategy for which he/she is responsible, and contributes appropriate updates to the overall Communication and Marketing tactics.

Other

- Participates in employer recruitment events and in the administration of specific Co-operative Education's department-wide responsibilities such as campus events requiring representation and such other general and specific duties as may from time to time be determined.

**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

- Bachelor's degree, preferably in market research, statistics, mathematics, computer science or other data-analysis-related field, or equivalent experience.

Experience

- At least 5 years of experience in a not-for-profit marketing and/or research role, preferably in an educational setting.
- Strong educational and professional background in data management, statistical analysis, associated computer applications, program evaluation, and related applied social research methods.

Knowledge/Skills/Abilities

- Strong ability to understand, maintain, and address data quality.
- Proven ability to deliver timely, accurate, comprehensible, professional-quality data analysis reports.

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- Demonstrated leadership and guidance in using descriptive and inferential statistics in order to understand trends, patterns, and dependencies with respect to a variety of strategic issues.
- Knowledge of employment market issues, such as hiring patterns and trends; labour market supply and demand, employer satisfaction and retention.
- Superior oral and written communication skills as demonstrated by success in engaging, understanding, and supporting data users, including proven presentation and public-speaking abilities.
- Aptitude for presenting data analytics in an efficient, effective, and easily understandable way to a wide variety of audiences and users and with the use of numerous reporting formats and web technologies.
- Demonstrated success in working with and leading employer panels or groups
- 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.
- Essential: flexibility, diplomacy, sound judgment, and relations-management skills coupled with the ability to influence and motivate others.
- MS Word – Advanced
- MS Excel – Advanced
- MS PowerPoint – Advanced
- SPSS
- Gains buy-in and collaborates with senior leadership throughout the university to further the university's strategic objectives. Internally, communicates with all employees in all groups and departments and at all levels in order to execute and integrate a variety of research strategies and to educate and inform stakeholders about the results; externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to provide the research information that underpins the employer marketing and employer retention strategies designed to achieve Co-operative Education's KPIs.

Nature and Scope

- **Level of Responsibility:** Project manages a university-wide function or process; responsible for ensuring the availability of reliable research data relevant to the planning and reporting needs of Co-operative Education staff and others across the university and for communicating easily comprehensible results that enable the development of grounded, integrated, evidence-based strategies to support the university's objectives; has a potential impact on how the university is viewed externally, with implications for reputational rankings.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of investigating pertinent market factors and of obtaining and communicating research results that meet the needs of all job development strategic decision makers, including the development and execution of all research instruments, the reporting of results in an easily accessible format, 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. The incumbent is required to lift and transport, and occasionally store or pick up various marketing-related materials such as banners, promotional items, literature to support marketing or employer events.

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- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.