

## Job Description

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<b>Job Title:</b>	Marketing and Communications Coordinator
<b>Department:</b>	Conrad Business, Entrepreneurship and Technology Centre
<b>Reports To:</b>	Marketing and Communications Manager
<b>Jobs Reporting:</b>	none
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	November 2014

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### **Primary Purpose**

This position reports to the Marketing and Communications Manager in the Conrad Business, Entrepreneurship and Technology Centre, with responsibility for internal communications, content development, recruitment, event management, and admissions support. Under the supervision of the Marketing and Communications Manager, the Marketing and Communications Coordinator is responsible for supporting the execution of the tactical elements of the Conrad's Centre's marketing, communications, and recruitment strategies as well as those of the Faculty of Engineering. The Marketing and Communications Coordinator implements a broad spectrum of integrated internal and external communications pieces via a variety of communications channels including by not limited to the Conrad Centre's website ([www.uwaterloo.ca/conrad](http://www.uwaterloo.ca/conrad)), social media (Twitter, Facebook and LinkedIn), print publications, and other emerging channels.

The Marketing and Communications Coordinator is a content development and management specialist, with exemplary organizational and communications skills, both verbal and written. The Coordinator works as a team member to enhance communications practices at the Conrad Centre, specifically for internal audiences (faculty, staff, current students) while supporting external marketing and recruitment efforts by developing strategies to achieve the Centre's goals and build reputation and brand.

### **Key Accountabilities**

#### **Marketing and Communications Plan Development**

- In association with the Manager, Marketing and Communications, support the development of the Conrad Centre's annual marketing, communications and recruitment plan(s), focusing on strategic internal communications, attracting qualified applicants to the Conrad Centre's programs, confirming high quality students, and transitioning confirmed students to entrepreneurship studies at the Conrad Centre.
- In association with the Marketing and Communications Manager, develop marketing action plans for all print, web, technology, and social networking initiatives.
- Determine success with key metrics established in consultation with the Marketing and Communications Manager and with central bodies at the University of Waterloo including Marketing and Strategic Communications, the Graduate Studies office, and Institutional Analysis and Planning.

#### **Market Research**

- Stay up-to-date through reading, research, and conferences on enrollment management principles, marketing and communications, and the most effective methods to recruit students to the Conrad Centre's programs.
- As needed, conduct quantitative and qualitative surveys of our internal stakeholders, such as but not limited to, questionnaires, interviews, focus groups, and secondary data analysis.

#### **Event Management**

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- Participate in undergraduate and graduate recruitment events, such as but not limited to the National Business and Technology Conference, OCE Discovery, Canada 3.0, the Tech Leadership Conference, and other relevant conferences, to confirm students and to conduct qualitative research.
- Lead tours and events for prospective, current, and incoming students and internal stakeholders at the Conrad Centre as required.
- Participate in on and off-campus visits that connect with discipline specific departments and organizations as required.
- Create templates, schedules, invitations, and marketing materials to assist in the planning of recruitment events.
- Implement a post-event lead generation strategy, as needed.
- Ensure inclusion of appropriate key messages and compliance with established brand guidelines.

### **Content Development (Print and Web)**

- Support the development of communications (i.e., print, web, and social media) based on the Conrad Centre's strategic plans, in alignment with the University's positioning framework, and ensure that these initiatives reflect the goals and aims of the Conrad Centre's specific recruitment goals and brand development.
- In association with the Marketing and Communications Manager, research, write, edit, and source stories, photos and content for the Conrad Centre's web content, newsletter(s), and any other print and web publications.
- Based on the Centre's marketing, communications and recruitment plan, conduct day-to-day operations for the Conrad Centre's social media platforms (including but not limited to Twitter, Facebook, and LinkedIn) and write and maintain content on the Conrad Centre website.
- Develop and maintain effective and relevant internal content (classroom and research updates etc.) to market the Centre's undergraduate and graduate programs and the Faculty of Engineering.
- Keep internal stakeholders abreast of Conrad news and events in a timely and convenient manner.
- As needed, develop additional technology-related initiatives (e.g chats, apps, etc.)
- Other duties as assigned.

### **Committees and Meetings**

- Attend Conrad Centre, Faculty of Engineering, and Marketing and Strategic Communications planning meetings as needed to inform, guide, and make recommendations as they relate to the Conrad Centre and its related activities, as directed by the Manager, Marketing and Communications.

## **Required Qualifications**

### **Education**

- University degree in Communications, English, Marketing or a related discipline, or equivalent work experience.

### **Experience**

- 2-5 years of experience in a marketing and/or communications role, experience in an educational setting considered an asset. Graduate training also considered an asset.
- Experience developing marketing and communication strategies.

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

- Knowledge of student recruitment marketing and enrollment management principles.
- Excellent promotional/persuasive writing and storytelling abilities with a demonstrated track record of success.
- An excellent understanding of English grammar.
- Experience with a content management system and best practices for web writing.

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- Familiarity with social media (video creation considered an asset).
- Solid understanding of quantitative and qualitative research and the ability to assess data to make informed recommendations.
- Ability to build consensus and foster teamwork among a variety of stakeholders.
- Excellent presentation abilities (preparation and delivery).

### Nature and Scope

- **Contacts:** Internal contacts: The Coordinator works closely with the Marketing and Communications Manager, and in collaboration with the Director of the Conrad Centre, and its staff and faculty. The role also requires collaboration with team members in the Dean of Engineering's office and the Marketing and Strategic Communications team to work on collaborative campaigns, gather information for marketing and recruitment plan development, and the development of specific communication recruitment strategies. External contacts: The Coordinator deals with prospective students/applicants, Conrad Centre alumni, and the entrepreneurship business community.
- **Level of Responsibility:** The Coordinator will contribute to the creation of an effective marketing, communications, and recruitment plan that is aligned with the enrollment management goals of the Centre and the Faculty of Engineering; specifically, creation of goals and objectives as they relate to the Centre's social media presence and content marketing strategies paying special attention to how the plan reflects the internal audience. The Coordinator will be responsible for owning the Centre's social media channels, a key communications tool for engaging with prospective and current students and our 500+ alumni. The Coordinator has responsibility for creating specific messaging developed to support the marketing, communications, and recruitment plan delivered via our digital communication tools, at the various stages of the enrollment management funnel.
- **Decision-Making Authority:** The Coordinator contributes key advice related to creating the marketing, communications, and recruitment plan, the mix of communication strategies, and the content to be included in communication strategies. The Coordinator regularly makes decision on the content developed for the Centre's various news vehicles all the while aligning his or her communications with the Centre's overall strategic goals.
- **Physical and Sensory Demands:** Excellent attention to detail is required. The role requires exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury.
- **Working Environment:** Travel: Occasional travel is required when participating in recruitment or industry events such as conferences, fairs, and competitions. Working Hours: Regular working hours, occasional evening/weekend work required. Risks: Minimal exposure to disagreeable conditions.