

## Job Description

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<b>Job Title:</b>	Marketing and Communications Coordinator
<b>Department:</b>	Conrad School of Entrepreneurship and Business
<b>Reports To:</b>	Marketing and Communications Manager
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	June 2023

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### **Primary Purpose**

This position reports to the Marketing and Communications Manager in the Conrad School of Entrepreneurship and Business 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 School's marketing, communications, and recruitment strategies as well as those of the Faculty of Engineering. The Coordinator implements a broad spectrum of integrated internal and external communications pieces via a variety of communications channels including but not limited to the Conrad School's website ([www.uwaterloo.ca/conrad](http://www.uwaterloo.ca/conrad)), social media (Twitter, Facebook, Instagram and LinkedIn), print publications, and other emerging channels.

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

### **Key Accountabilities**

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

- In association with the Marketing and Communications Manager, support the development of the Conrad School's annual marketing, communications and recruitment plan(s), focusing on strategic internal communications, attracting qualified applicants to the Conrad School's programs, confirming high-quality students, and transitioning confirmed students to entrepreneurship studies at the Conrad School.
- In association with the Marketing and Communications Manager, develop marketing action plans for all print, web, technology, events, 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 and Postdoctoral Affairs office, and Institutional Analysis and Planning.

#### **Market Research**

- Stay current through reading, research, and conferences on enrollment management principles, marketing and communications, and the most effective methods to recruit students to the Conrad School'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 and facilitate webinar recruitment events.
- Recruit, train and coordinate student ambassadors (both undergraduate and graduate) for Conrad's volunteer ambassador program
- Lead tours and events for prospective, current, and incoming students and internal stakeholders at the Conrad School 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.

### **Recruitment Support**

- Provide support to prospective student inquiries via email, phone or in person.
- Work with the Academic Programs Administrator/Advisor to provide insight on incoming applications from prospective students.

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

- Support the development of communications (i.e., print, web, and social media) based on the Conrad School's strategic plans, in alignment with the University's positioning framework, and ensure that these initiatives reflect the goals and aims of the Conrad School'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 School's web content, newsletter(s), and any other print and web publications.
- Based on the School's marketing, communications and recruitment plan, conduct day-to-day operations for the Conrad School's social media platforms (including but not limited to Twitter, Facebook, and LinkedIn) and write and maintain content on the Conrad School website.
- Develop and maintain effective and relevant internal content (classroom and research updates etc.) to market the School'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 School, Faculty of Engineering, and Marketing and Strategic Communications planning meetings as needed to inform, guide, and make recommendations as they relate to the Conrad School and its related activities, as directed by the Marketing and Communications Manager.

*\*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 Communications, English, Marketing or a related discipline, or equivalent work experience.

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### **Experience**

- 2-5 years of experience in a marketing and/or communications role, experience in an educational setting 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.
- Excellent understanding of English grammar.
- Experience with a content management system and best practices for web writing.
- Experience with providing excellent customer service.
- 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 School, 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 School 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 School and the Faculty of Engineering; specifically, creation of goals and objectives as they relate to the School'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 School's social media channels, a key communications tool for engaging with prospective and current students and our 700+ 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. Responsible for training student ambassadors and coordinating the ambassador program to support recruitment activity for the Conrad School.
- **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 School's various news vehicles all the while aligning his or her communications with the School'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. Regular working hours, occasional evening/weekend work required. Risks: Minimal exposure to disagreeable conditions.