

Job Description

Job Title:	Recruitment and Marketing Coordinator
Department:	Centre for Ocular Research & Education
Reports To:	CORE Administrator
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	February 2019

Primary Purpose

This position is responsible for raising the profile of the Centre for Ocular Research & Education (CORE) within the University and local community with the primary objective of recruiting study participants for CORE studies and maintaining an awareness of CORE activities throughout the local optometry population.

Key Accountabilities

Study Participant Recruitment

- Establish recruitment needs and timelines for each study and advise Lead Investigator on the availability of potential study participants.
- Develop recruitment strategies and required documents, including study-specific promotional material and advertising, in accordance with research ethics standards.
- Establish contact with potential study participants and direct them toward the appropriate study.
- Ensure recruitment targets are being met, advise researchers of recruitment status and re-evaluate accordingly.
- Gather participant feedback in order to improve their experience.

Building Community Awareness

- Through market research, gain an understanding of the sociologic characteristics of the community and use that information to develop strategic marketing-promotional plans.
- Develop, implement and monitor specific marketing initiatives including outreach events.
- Maintain responsibility for the recruitment discretionary fund as assigned by the CORE Senior Admin Team.
- Build relationships with potential study participants, local optometrists and community organizations.

Co-op Student Management

- Participate in the hiring, training and evaluation of the Recruitment/Research Assistant Co-op student.
- Manage day-to-day tasks of the Co-op student.

Website and Social Media Management

- Develop content and promotional material for the participant portal in accordance with research ethics standards.
- Upload and manage material, reviewing for consistency.
- Manage the CORE social media platforms.
- Work with external contractors on the management of the CORE website and other supported websites as required.

Study Participant Data Management

- Maintain CORE Pre-Screening study participant database by inputting and updating information.
- Monitor database for gaps in participant demographics.
- Manage study participant agreements specifying the use and confidentiality of their recruitment data.
- Query database to match potential participant characteristics with study inclusion criteria.
- Treat and use participant information in a confidential and sensitive manner according to clinical trial regulations and University policies.

**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

- College diploma in a business-related field required. Bachelor degree preferred.

Experience

- 1 to 3 years of experience in marketing and communications
- Demonstrated experience with advertising, website maintenance and social media.
- Experience with participant recruitment would be preferred.

Knowledge/Skills/Abilities

- Excellent communication (oral and written English) skills.
- Attention to detail and accuracy particularly associated with grammar and written material.
- Excellent organizational and interpersonal skills with the ability to be self-motivated and interact effectively in an individual or group setting.
- Knowledge of advertising principles.
- Knowledge of Microsoft Office suite, Photoshop or similar software, WordPress and social media platforms.
- Demonstrated ability to create and execute a business plan.
- An understanding of the sociological characteristics of the community.

Nature and Scope

- **Contacts:** The incumbent works closely with the following CORE personnel to collaborate on work initiatives and projects: other members of Recruitment Team, Resource Schedulers, Researchers and Research Assistants as well as the CORE Senior Admin Team. S/he also does business with Waterloo Creative Services, Digital Communications Department, and New Media Services on campus and deals with MediaDoc for website services and other media outlets for advertising externally. A critical component of this position is contact with potential study participants and local optometrists where his/her ability to promote CORE is crucial to the success of study participant recruitment and community engagement.
- **Level of Responsibility:** The incumbent is required to develop an overarching marketing plan and then individual recruitment plans for each study based on information provided by researchers and the Senior Admin Team. S/he is then required to independently execute each plan and provide status reports as required. The incumbent is involved in the hiring decision for the Recruitment and

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Marketing Co-op Assistant and provides functional guidance, direction and training to that individual on a day-to-day basis.

- **Decision-Making Authority:** A major challenge for this position is identifying how to attract potential study participants with specific characteristics, particularly when those characteristics are not common to the local population. The incumbent is required to enter into agreements with media outlets and other venues to organize advertising and recruitment events. S/he has control of a \$6,000.00 budget to use at his/her discretion for promotional purposes.
- **Physical and Sensory Demands:** This position experiences minimal demands typical of a position operating within an office environment where there is extensive computer work and many distractions over the course of the day.
- **Working Environment:** There is minimal exposure to disagreeable conditions typical of an administrative position required to occupy a cubical in an office shared with one to two other individuals. This position is contingent upon funding.