

Job Description

Job Title:	Senior Manager, Integrated Marketing
Department:	Institute for Quantum Computing
Reports To:	Director, Communications and Strategic Initiatives
Jobs Reporting:	Multimedia Coordinator
Salary Grade:	USG 11
Effective Date:	May 2019

Primary Purpose

Reporting to the Director, Communications and Strategic Initiatives, the Senior Manager, Integrated Marketing is both a storyteller and strategic thinker, able to efficiently generate compelling content that both aligns with the Institute for Quantum Computing's (IQC) mission and enhances its global reputation. The incumbent leads a team of marketing professionals and plans, develops and implements a fully integrated plan to advance IQC's image, profile and reputation in support of IQC's goals. The incumbent serves as the overall web and social media strategist, leveraging content across multiple platforms to build the IQC brand. The incumbent must be a highly skilled writer, with superior understanding of both traditional and new integrated marketing technologies.

Key Accountabilities

Strategic planning and program evaluation

- Leads integrated marketing strategy and planning activities including development of marketing goals, objectives, strategies, and action plans
- Responsible for keeping current on marketing trends and best practices. Makes recommendations on innovative marketing approaches
- Identifies, evaluates and implements innovative marketing strategies and tactics for achieving IQC goals and objectives
- Presents plans for approval
- Reports on marketing program effectiveness and recommends and implements changes
 - Conducts environmental scans and competitive analyses
 - Web and online content audits/inventories (including regular maintenance)
 - Competitive analyses of websites (with a focus on web content)
 - Performs gap analyses to ensure website content meets business needs and user needs – including quality/quantity assessment of the web content
 - Evaluates existing and social platforms such as LinkedIn, Instagram, Pinterest, Facebook, Twitter, Wikipedia, etc
- Develops and implements social media listening strategies to identify key themes surfacing among defined audience segments
- Maintains an editorial calendar and strategy for web, digital and content marketing initiatives
- Monitors and reports on metrics for web, digital initiatives and identify and track related internationally respected measures

Brand Management

- Under direction of Director, Communications and Strategic Initiatives, leads the development of IQC's positioning, identity framework and key messaging and delivers IQC's identity principles and brand guidelines

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- Maintains an exceptional understanding of brand guidelines and promotes a unified look and feel for IQC and the UWaterloo
- Encourages adherence to brand guidelines among faculty, staff and students by fielding questions, and providing direction and expert counsel on best practices
- Develops creative strategies to inform creative development
- Provides strategic guidance for the creative development process

Generating and implementing compelling content

- Researches, writes and edits compelling content for marketing collateral for multiple audiences to support IQC's strategic initiatives (e.g., Annual Report, Newsletters, Newbit, Highlights brochure, Graduate brochure, Scientific Programming materials, etc.)
- Maintains and updates IQC audience profiles. Develop new audience profiles as needed
- Responsible for creating and implementing innovative marketing tactics for IQC story telling
- Manages production cycle of content (develop ideas, lead content generation and manage approval processes)
- Writes and edits multimedia web and online content in alignment with digital-content-writing best practices and web accessibility legislative requirements, and provide editorial support for web content as required (define content writing-and-editing workflows)
- Works closely with the Senior Manager, Liaison and Communications in creating content and editorials about IQC and IQC achievements. This includes sourcing new content and stories to promote IQC by communicating regularly with IQC faculty and monitoring publication databases for recently published research results
- Perform other duties of a comparable level/type as assigned

Program oversight and execution

- Implements and provides day-to-day oversight for marketing programs
- Evaluates the effectiveness and impact of integrated marketing programs and recommend areas of improvement
- Principal project manager for all integrated marketing
- Manages IQC's online presence including website and social media outlets

Manage web and social content

- Accountable for the web strategy and planning
- Leads the development of a content strategy for the IQC website
- Acts as content creator and manager, including news items and event listings
- Leads the creation and implementation of an annual social media strategy, overseeing content creation and reporting on its success
- Manages the IQC Twitter, Facebook and Instagram accounts

Vendor selection and oversight

- Manages relationships with a wide number of vendors related to IQC's marketing goals
- Works with external vendors – design firm, printers, etc. to ensure superior and timely deliverable
- Works with designers, photographers and external vendors to create visually appealing products within budget
- Develops contractual agreements with external vendors and manages ongoing relationship
- Works in collaboration with vendors or campus partners to execute creative concepts, refinements and secures final approvals

Leads, motivates and mentors staff

- Hires, supervises, and evaluates the staff, including the management of interview committees, the selection of outstanding candidates, salary negotiation. Provides leadership, coaching and guidance with respect to performance management
- Hires, supervises and evaluates temporary and contract employees

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- For all reporting staff, leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through a comprehensive training program
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy

**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

- Post-secondary Degree in Integrated Marketing, Corporate Communications or related discipline
- Equivalent combination of education and experience will be considered

Experience

- 5+ years of relevant experience in integrated marketing or communications
- 7+ years of digital and or web marketing experience
- 3+ year experience translating complicated ideas into easy to understand terms. Experience as a science writer considered an asset
- Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management system, social media accounts)
- Experience with measurement and evaluation of social media

Knowledge/Skills/Abilities

- Thorough understanding of print and digital marketing planning, development and execution
- Strong knowledge of SEO, social media trends, digital analytics tools, and maintenance of content for strategic digital communications
- Track record of innovative and effective storytelling
- Must have a successful track record of achieving results in a highly collaborative environment
- Excellent written and verbal communication skills; excellent copy editing and proofreading skills; multimedia storytelling experience
- Familiarity with advertising creative development, advertising media planning and buying an asset
- Advanced skill in Microsoft suite of products (Word, Excel, PowerPoint)
- Minimum intermediate skill level in social media platforms and for Google Analytics, campaign email and customer relationship management software, Hootsuite, Adobe Creative Suite, etc

Nature and Scope

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels. Must demonstrate political acuity and be successful at building alliances. Incumbent must be able to effectively manage change and succeed in time sensitive, high-pressure situations Externally, this position will have significant contacts with suppliers and community and sector partners.
- **Level of Responsibility:** Must be self-directed with proven initiative and the ability to work independently in a busy, pressure sensitive, multi-tasking environment. Well-developed organizational and communication (oral and written) skills are required. Proven ability to understand and communicate complex concepts.
- **Decision-Making Authority:** Must be able to make informed decisions regarding suitability of language and appearance of marketing pieces that represent IQC, senior administrators and the

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University of Waterloo. Must be able to take initiative where minimal direction is provided and manage priorities and deadlines.

- **Physical and Sensory Demands:** Minimal exposure to disagreeable conditions. Some after-hours work is required.
- **Working Environment:** Moderate exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with working with senior leaders, deadlines and external communications.