

Job Description

Job Title:	Marketing Outreach Coordinator
Department:	Co-operative Education
Reports To:	Marketing Outreach Manager
Jobs Reporting:	Co-supervise Marketing Outreach Associate co-op student
Salary Grade:	USG 7
Effective Date:	October 6, 2017

Primary Purpose

In alignment with the targets and priorities set by the marketing outreach strategy and the business development tactical plan, the Marketing Outreach Co-ordinator plays a key role in the co-ordination and planning of events and activities targeted at generating new employer leads as well as maintaining and strengthening current employer relationships through engagement and recognition programs. This role will facilitate vital, collaboration-rich relationships both internal and external to the University.

The Co-ordinator manages the organization and communication of event logistics and bookings, event staff scheduling and training, research, and lead generation targets for over 50 events per year, primarily industry tradeshows and conferences as well as on-campus events. The Co-ordinator ensures all materials and promotional items are well-maintained and stocked, properly inventoried, and scheduled out as needed, and will also support purchasing of event and promotional materials within a defined budget. This role creatively researches and brings forward new, viable and strategically relevant business development and employer engagement opportunities, and looks for ways to optimize timelines and resources. Data entry and tracking of leads generated by marketing activities and other-related support for job development will be required.

With guidance from the Marketing Outreach Manager, the Marketing Outreach Co-ordinator will produce regular reports on the value of the above-mentioned marketing activities, and make recommendations for future planning. In addition, the Co-ordinator will monitor and track all expenses related to the event plan in the Communications & Marketing budget ledger including the identification of cost-saving opportunities.

The Marketing Outreach Co-ordinator supports an effective and creative employer engagement plan inclusive of a recognition program and ongoing, dialogue-based employer engagement activities to build employer loyalty and retention.

Key Accountabilities

Oversee targeted event plan and outreach activities in alignment with the marketing outreach and business development strategic plan.

- Take a leadership role in the development, planning, implementation and assessment of the annual industry event plan that aligns with strategic job development areas.
- Support events hosted by Co-operative & Experiential Education (CEE) as well as on-campus open houses for prospective students.
- Facilitate staff scheduling and training - maintaining and advancing best practices
- Creatively pursue and recommend tactics to increase reach and impact on target audiences.
- Measure success and report on outcomes of marketing campaigns and other marketing activities to generate leads, develop employer relationships and build our reputation.

Job Description



- Develop and ensure consistent, reliable processes for marketing activities including the development of critical paths and marketing action plans, targeted event and industry research, event scenario development, pre-event and post- event meetings, team feedback collection for continuous improvement of various marketing activities.
- In some cases, process job development leads using the customer relationship management (CRM) tool and monitor their success.
- Partner with other Waterloo departments (e.g. Alumni Relations, School of Planning, etc.) to collaborate and develop lead generation events and activities.

Support the implementation of the employer engagement and recognition plan including a recognition framework and related activities

- Seek out opportunities to engage alumni and current employers through existing outreach channels.
- Support the retention and growth of our existing employer base by assisting with employer engagement and recognition events, campaigns, and gifts, and maintaining the highest level of customer service to establish meaningful touch points.
- Procure promotional items consistent with departmental and University brand guidelines.
- Co-ordinate and liaise with external vendors where required.

Support additional employer engagement activities that add value to the employer experience

- Support employer engagement activities which could include webinars, peer-2-peer meetings, pre-event outreach, industry partnerships, on-campus/interview day recognition strategies, social media networking and promotions, etc.
- Develop criteria and establish monitoring and measurement best practices and matrix to assess the value of activities to employers in collaboration with the Marketing Outreach Manager.

Monitor and track all expenses related to the event plan in the Communications & Marketing budget ledger including the identification of cost-saving opportunities.

- Regularly update and monitor budget ledger to track all event-related costs.
- Identify and recommend cost-saving opportunities, and make informed purchasing decisions.
- Advise when costs will exceed budget allocation, and provide proposals and rationale for purchases as necessary.
- Develop and manage agreements and contracts with external vendors as required.
- Forecast budget amounts for annual event plan in collaboration with the Marketing Outreach Manager.

Manage the procurement and effective use of marketing materials and manage the inventory of materials

- Partner with communications team to evaluate needs and develop print and digital communications and marketing materials required for events, ensuring alignment with the University's visual identity, and aligning messaging to the mast brand for marketing promotional materials.
- As needed, work with internal departments such as Creative Services and external vendors such as promotional product representatives to co-ordinate the production of marketing materials, including promotional items, employer gifts, and all marketing related materials.
- Manage inventory of marketing materials including promotional items, employer gifts, and all event-related materials.
- Research effective marketing materials that align with the marketing outreach strategy and team goals.
- Ensure our visual brand at all events is consistent with the University's master brand.

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**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

<p>Education</p> <ul style="list-style-type: none">• University undergraduate degree in communications or marketing, event management, human resources or related discipline
<p>Experience</p> <ul style="list-style-type: none">• At least 3-5 years in a marketing and communications or event management role.• Solid research skills via a variety of means: using existing or generating new data through call campaigns, face-to-face interviews or focus groups, reputable internet sources, etc. with the ability to build comprehensive reports and recommendations.• Experience using a customer relationship management (CRM) system is an asset.• Experience with the supervision of others is an asset.• Experience working in a fast-paced, collaborative, team-based environment.• Prior business development, sales or recruitment support experience an asset.• Experience working with remote teams and effectively mobilizing alternative forms of connection and communication.
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Superior organization skills, easily able to develop event outlines, critical paths and reports.• Exceptional written, verbal and interpersonal communication skills.• Strong collaboration and empowerment mindset.• Confident and experienced negotiator with practiced contract development skills.• Strong knowledge of strategic talent management and campus recruitment an advantage.• Understanding of social media for marketing is beneficial.• Technical: Advanced level skills in Word and PowerPoint with the ability to create clear and impactful presentations. Average level skills in Excel: use of basic excel functionality in spreadsheet format: data entry, use of formulas, creation of charts etc. Experience with CRM software, WaterlooWorks and/or JobMine a plus.

Nature and Scope

- **Contacts:**
Internal: The Marketing Outreach Co-ordinator collaborates with many units within Co-operative and Experiential Education and partners across the university.
External: The Marketing Outreach Co-ordinator works closely with conference organizers and negotiates with external vendors to ensure the best value and quality for the expenditure. The Marketing Outreach Co-ordinator also investigates speaking opportunities and other ways that Co-operative Education can promote the hiring of students.
- **Level of Responsibility:** The Marketing Outreach Co-ordinator has defined specialized or routine tasks and receives specific guidance about the requirements for tradeshow/events, marketing materials production, etc. The Marketing Outreach Co-ordinator will supervise or provide guidance to a co-op student working on marketing initiatives, and is required to contribute whenever required for various activities such as the Student of the Year Awards. The Marketing Outreach Co-ordinator will be accountable for processing and monitoring leads within a CRM.

Problem solving: The Marketing Outreach Co-ordinator will be required to resolve issues. Some examples include the successful solution for a staff member arriving to an event with no booth location and external materials when they arrive.

Financial Accountability: The Marketing Outreach Co-ordinator will manage the expenses associated with event production, outreach activities and employer recognition and engagement activities. The Co-ordinator will also input expenses and monitor the general budget ledger for event expenses and will be responsible for identifying cost-saving opportunities.

- **Decision-Making Authority:** The Marketing Outreach Co-ordinator is a key contributor to decision making for event participation, influences direction of outreach opportunities based on the priority industry plan, and makes purchases on behalf of the team. The Marketing Outreach Co-ordinator develops, implements and improves effectiveness for processes in budget management, inventory management, marketing promotional materials or event participation and production.
- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury.
- **Working Environment:** This role involves occasional travel for marketing events, occasional unusual hours or schedules due to event-driven deadlines, lack of control over work pace due to externally-driven deadlines, occasional irregular and/or high volumes and multiple and/or tight deadlines beyond one's control due to marketing or business development project deadlines, and constant interruptions due to phone and email. There may be deprivation caused by isolation due to working from home.