

## Job Description



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<b>Job Title:</b>	Manager, Marketing and Communications
<b>Department:</b>	Student Success Office
<b>Reports To:</b>	Associate Director, Integrated Communications
<b>Jobs Reporting:</b>	Communication Specialist, Communications Design Specialist, Communications Officer, Internationalization, Communications Officer, Student Services, Communications Officer, New Student Transition
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	May, 2021

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### **Primary Purpose**

The Manager, Marketing and Communications is responsible for the research-based development, strategic planning, successful execution, detailed measurement, thoughtful analysis, and effective project management of high-quality, collaborative and cutting-edge marketing and communications strategies for multiple audiences. These strategies align and support the student retention and success targets of the Student Success Office (SSO) in support of achieving a vibrant student experience. Accountable to the Associate Director, Integrated Communications, and in collaboration with colleagues in the SSO and campus partners, plays a major role in shaping student success initiatives and effectively communicating SSO programs and services to students and key stakeholders.

### **Key Accountabilities**

#### **Plan, develop and implement diverse, multi-stakeholder integrated marketing and communications plans**

- Under the direction of the Associate Director, Integrated Communications and in collaboration with colleagues in the SSO, review research and best practices to conceptualize and create strategic, integrated and collaborative marketing and communications plans to support the programs and services offered by the SSO to students and campus partners.
- Ensure that all marketing and communications initiatives and tactics align with brand guidelines in both print and digital including brochures, posters, web, video and social media.
- Advise on copy content, editorial direction, and best practices for content across all platforms.
- Enhance the flow of communications between the SSO and students, staff, and faculty.
- Oversee the delivery of SSO content and messaging to all audiences and across a variety of mediums (web, print, email, social, etc.)
- Collaborate with Communications team and others in the SSO to develop the targeted communications plans for the SSO including, but not limited to web, social media, print/design, and email.
- Works to ensure consistent messaging and voice of the SSO and the University in all communications plans.
- Ensures that Waterloo branding and visual identity messaging as well as style guidelines are consistent in all communications.

#### **Project management**

- Work with campus partners, SSO colleagues, and the communications team to manage, and execute large-scale student-focused projects.
- Liaise with initiative owners and stakeholders to ensure satisfaction at all stages of the project including planning, implementation and analysis.

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<ul style="list-style-type: none"><li>• Manage workflow, schedule of initiatives, report on project status, etc.</li></ul>
<p><b>Collaborates, advises, consults, educates, and builds consensus</b></p> <ul style="list-style-type: none"><li>• Works closely with faculties, other departments and student governments to help guide student communications in a strategic and effective way and works with these areas to help improve student communications across campus.</li><li>• Builds relationships with campus partners to integrate messages to students while positioning the SSO as the primary office on campus dedicated to and knowledgeable about the most effective ways of communicating with students.</li><li>• Represents the SSO on a variety of cross-campus committees and panels (i.e. Web Advisory Council, Communications Working Group, etc.)</li></ul>
<p><b>Manage, motivate and mentor team</b></p> <ul style="list-style-type: none"><li>• Hires, supervises, mentors and evaluates direct reports including the management of interview committees, candidate selection and related responsibilities.</li><li>• Leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results and establishes a strong foundation for performance through comprehensive training and goal setting.</li><li>• Creates and maintains a collaborative and positive work environment.</li><li>• Lead team projects and lead and manage staff to ensure the delivery of results in support of the SSO goals and values as well as the University's strategic priorities.</li><li>• The Manager demonstrates a commitment to equity, diversity, inclusion and anti-racism through their leadership, management and operational practices.</li></ul>
<p><b>Maintain a strong understanding of current trends and best practices for communicating with student audiences</b></p> <ul style="list-style-type: none"><li>• Maintain an understanding of how the timing, tactics and nature of communication with students can influence student success and new and developing strategies for effective communication.</li><li>• Ongoing management of the institutional profile and reputation with student audiences.</li><li>• Interprets the university's positioning and visual identity frameworks and ensures the effective positioning of the university to students and their families.</li><li>• Accountable for the safeguarding of the university's reputation through the identification, development, and delivery of new concepts and models along with well-tested, on brand, creative, innovative and high-quality approaches to marketing, communications, design, and student engagement.</li><li>• Maintains an understanding of student development and learning theory and its practical applications they relate to effective communication to students.</li></ul>

*\*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><b>Education</b></p> <ul style="list-style-type: none"><li>• Bachelor's degree in communication or related discipline - required</li><li>• Master's degree in a related discipline - preferred</li><li>• Or equivalent education and experience</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>• 8+ years of experience in a communications and/or marketing role including:</li></ul>

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- 2+ years of experience managing/leading professional staff team
- 2+ years of experience with web, social media, video and email campaigns
- 2+ years project management experience
- Some experience and knowledge of web information architecture, UI/UX design principles
- Experience and knowledge of accessibility requirements (AODA) and Canadian Anti-Spam Legislation (CASL)

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

- Advanced: social media platforms and tools (Hootsuite)
- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Advanced: email marketing campaign and distribution platforms (MailChimp)
- Intermediate: web content management system (WCMS – Drupal)
- Intermediate: web-based project management platforms (Smartsheet) Job Description
- Strong communication skills – oral and written
- Strong organizational skills
- Effective time management skills

### **Nature and Scope**

- **Contacts:** Internally, contact with colleagues in the SSO and across campus, some senior management, faculty and instructors, students and their families. Externally, some interaction with partners, vendors, and the general public (i.e. at events)
- **Level of Responsibility:** Staff management, responsible for the effective delivery of key programs supporting the SSO strategic priorities and the university's strategic plan
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities and of the role; expectation to consult with Associate Director, Integrated Communications for decision outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses.
- **Working Environment:** Located in a comfortable indoor office area; location may change within campus; minimal exposure to disagreeable conditions typical of a supervisory position, one where it may be occasionally necessary to convey negative or unwelcome information to students or staff.