### Job Description

**Job Title:** Manager, Student Engagement and Communications  
**Department:** Student Success Office  
**Reports To:** Associate Director, Integrated Communications  
**Jobs Reporting:** Student Portal Engagement Coordinator  
**Salary Grade:** USG 10  
**Effective Date:** June 1, 2017

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**Primary Purpose**

The Manager, Student Engagement 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 proven student engagement strategies. Student engagement initiatives support the student retention and success targets of the Student Success Office in achieving the University’s goal of a vibrant student experience by seeking to understand and consider the student voice in student success programming. Accountable to the Associate Director, and in collaboration with colleagues in the Student Success Office and campus partners, plays a major role in shaping student success initiatives and effectively engaging students while communicating with key stakeholders.

**Key Accountabilities**

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.

<table>
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<tr>
<th>Plan, develop, implement and manage strategic plan for student engagement</th>
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| Under the direction of the Associate Director, Integrated Communications, and in collaboration with colleagues in the Student Success Office, review research and best practices to create strategic, integrated and collaborative student engagement plans and initiatives.  
Ensure that all initiatives and tactics align with brand guidelines.  
Outline measurement targets to monitor and assess the effectiveness of engagement initiatives, including but not limited to web analytics, event attendance, surveys, etc. |

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<th>Champion, measure and evolve current strategies for student engagement</th>
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| Project manage Student Portal, Open Portal, and related applications. Work in conjunction with IST and cross-campus partners to set priorities, measure the success of portal, support student needs, evolve with new features, etc.  
Project manage the Student Consultation Groups process within the SSO in partnership with the integrated communications team and other SSO staff. Create a plan for consultation groups, including scheduling termly consultations, developing goals, questions, scheduling space, writing reports, etc.  
Create a plan for a series of web form and surveys to engage with students. |

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<th>Implement new tactics for student engagement to support strategic priorities of the Student Success Office</th>
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| Based on UWaterloo and industry research and best practices, consider, present, and promote new data-driven initiatives for student engagement  
Plan, research, recruit, manage and implement a student advisory committee for the SSO. This committee of students will provide input and insight into the initiatives and services of the Student Success Office. Create a terms of reference, chair meetings, gather input, track, report back to the management team. |

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<th>Develop and implement strategies for the promotion of research including opportunities, results and insights</th>
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<tr>
<td>In coordination with the SSO Communications team, management and leadership, develop termly strategies for sharing the knowledge and research developed in the SSO or in partnership with others across campus or</td>
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- otherwise, related to understanding students, the student voice and student engagement (i.e. NSSE, Fall Break, etc.)
- Act as a cross campus leader in advocating for the student voice in projects and initiatives
- Collaborate with colleagues in the SSO (i.e. Data Analyst, Manager, Student Experience), IAP, and other campus partners (i.e MUR, CECA) to promote surveys and other research opportunities to students and increase student involvement.
- Collaborate with key stakeholders to consider research results from a student-perspective and develop and implement communications plans for the sharing of results and insights with campus partners and student audiences.

**Manage, motivate and mentor staff**
- Hires, supervises, mentors and evaluates direct reports including the management of interview committees, candidate selection and related responsibilities
- 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
- Creates and maintains a collaborative and positive work environment
- 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.

**Maintain a strong understanding of current trends and best practices for communicating and engaging with student audiences**
- Maintain an understanding of how the timing, tactics and nature of engaging with students can influence student success and new and developing strategies for effective communication.
- Interprets the university’s positioning and visual identity frameworks and ensures the effective positioning of the university to students and their families.
- Maintains an understanding of student development and learning theory and its practical applications they relate to effective communication to students.

**Required Qualifications**
*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*

**Education**
- Bachelor’s degree in communication or related discipline - required
- Master's degree in a related discipline - preferred
- Or equivalent education and experience

**Experience**
- 5+ years of experience in a communications and/or marketing role including:
- 2+ years of experience and knowledge in student engagement projects, preferably in higher education
- 1+ years project management experience
- Experience and knowledge of research/survey best practices
- Experience and knowledge of accessibility requirements (AODA) and Canadian Anti-Spam Legislation (CASL)

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