

Job Description

Job Title:	Manager, Student Insights and Communications
Department:	UWaterloolife, Associate Provost Students Office
Reports To:	Director, Student Life Communications
Jobs Reporting:	Business Analyst
Salary Grade:	USG 11
Effective Date:	August 2021

Primary Purpose

The Manager, Student Insights and Communications is responsible for the research-based development, strategic planning, successful execution, detailed measurement, thoughtful analysis, and effective management of high-quality, collaborative and proven student engagement and communication strategies. Student engagement initiatives support the student retention and success targets of the Associate Provost Students (APS) portfolio in achieving the University's goal of fostering a connected and supportive community by seeking to understand and consider the student voice in student success programming. Accountable to the Director, Student Life Communications and in collaboration with colleagues in the APS portfolio and campus partners, plays a major role in shaping student success initiatives and effectively engaging students while communicating with key stakeholders.

Key Accountabilities

Develop and manage strategic plan for student engagement and strategic communications

- Under the direction of the Director, Student Life Communications, and in collaboration with colleagues in the APS portfolio, review research, literature and best practices to inform development of strategic, integrated and collaborative student engagement plans and initiatives.
- Lead the development and implementation of a student engagement strategy, in partnership with key campus stakeholders.
- Ensure that all strategies and initiatives align with the strategic plans of the University and the APS portfolio.
- Lead strategies, management, structure and process for the assessment, planning, and provision of student engagement and communications initiatives.
- Establish objectives and performance expectations for student engagement, in alignment with the overall objectives and direction of the APS portfolio, and strategically plan for continuous improvement.

Implement, measure and evolve strategies for student engagement

- Establish cross functional teams and manages resources across multiple projects.
- Partner with stakeholder groups, including departmental/faculty leaders to ensure a holistic approach to student engagement.
- Create and oversee strategic communications that support the marketing and promotion of student engagement channels such as student consultation (online and in-person), UWaterloolife social media, UWaterloo Portal and others, collaborating with the integrated communications team.
- Provide leadership and direction for the Student Consultation Groups process within the APS portfolio in partnership with other APS teams.

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- Monitor performance of student engagement and strategic communications to ensure that initiatives are on track to meet or exceed performance targets.
- Lead delivery of strategies and initiatives designed to enhance student engagement opportunities that complement one another and are consistent in delivery and outcomes for all students.

Develop and implement strategies for the promotion of research including opportunities, results and insights

- In coordination with APS data and communications leads, management and leadership, develop termly strategies for sharing the knowledge and research developed in the APS portfolio or in partnership with others across campus or otherwise, related to understanding students, the student voice and student engagement (i.e., NSSE, CUSC, Fall Reading Week, etc.).
- Act as a cross campus leader in advocating for the student voice in projects and initiatives.
- Collaborate with colleagues in the APS portfolio (i.e., Data Analyst, Manager, Student Experience), IAP, and other campus partners (i.e., MUR, CEE) 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.
- Analyze and measure student engagement initiatives to ensure delivery against strategic targets.

Manage, motivate and mentor staff

- Hire, supervise, mentor and evaluate direct reports including the management of interview committees, candidate selection and related responsibilities.
- Lead collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensure the delivery of results and establishes a strong foundation for performance through comprehensive training and goal setting.
- Create and maintain a collaborative and positive work environment.
- Lead team projects and manage staff to ensure the delivery of results in support of the APS goals and values as well as the University's strategic priorities.
- The manager demonstrates a commitment to equity, diversity, inclusion and anti-racism through their leadership, management and operational practices
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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.
- Interpret the University's positioning and visual identity frameworks and ensures the effective positioning of the University to students and their families while maintaining adherence to brand guidelines.
- Maintain an understanding of student development and learning theory and its practical applications as they relate to effective communication to students.

**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

- Bachelor's degree in communication or related discipline is required
- Master's degree in a related discipline is preferred

Experience

- 8+ 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
 - 2+ years of experience with web, social media, video and email campaigns
 - 1+ years project management experience
 - 2+ years managing professional staff team
- Experience and knowledge of research/survey best practices
- 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: 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

Nature and Scope

- **Contacts:** Internally, contact with colleagues in the APS portfolio and across campus, 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 APS strategic priorities and the University's strategic plan. Since target audience is not limited to students this role is often responsible for communications directed to faculty members, instructors, and staff members that work directly with students.
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities and of the role; expectation to consult with Director, Student Communications and Strategic Initiatives for decision outside of typical responsibilities of the role. The Manager is expected to be self-directed in exercising judgment, prioritization and discretion consistent with the range of responsibilities and accountabilities outlined above.
- **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.