

Job Description

Job Title:	Graduate Studies Marketing and Recruitment Specialist
Department:	Dean of Engineering – Advancement
Reports To:	Director, Marketing & Communications, Faculty of Engineering
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	November 2022

Primary Purpose

The Graduate Studies Marketing and Recruitment Specialist will market, promote and recruit students for the Faculty of Engineering's graduate studies programs, working to attract the best graduate students and professionals from across Canada and internationally.

Working as a part of the Faculty of Engineering's Marketing and Communications team to deliver on the applicant requirements of the Engineering Graduate Studies Office (EGSO) the incumbent is accountable for planning, project managing, implementing, evaluating and reporting on marketing, communications and recruitment initiatives to inspire future graduate students and support them in the admissions and onboarding process.

This role will be fully supported by the Faculty of Engineering's Marketing and Communications team in the development of content to integrate and leverage strategic plans and communications initiatives for the Faculty. The role will also closely collaborate with the Graduate Studies and Post-Doctoral Affairs (GSPA), and their cross-campus peers.

Key Accountabilities

Graduate Student Recruitment Strategies:

- Identify and profile appropriate audiences for the Faculty's graduate programs including, but not limited to, research-based programs, course-based programs and online programs
- Develop and execute the annual strategic graduate recruitment and communications plan, utilizing appropriate marketing and communications strategies, aligned with the Faculty-level recruitment objectives and institutional strategic priorities.
- Track and report on in-market recruitment initiatives from our competitors, monitoring the effectiveness of recruitment strategies. Evaluate current and potential student markets for recruiting opportunities
- Commission market research as appropriate to gain insight of key audience interests aligned with program delivery
- Develop strategic approaches, key marketing messages, audience identification, communications collateral, and evaluation measures for graduate student recruitment and enrolment management initiatives.
- Plan and organize the promotion of new engineering graduate programs
- Report on success and outcomes of recruitment efforts, make recommendations for improvement
- Develop and manage recruitment budget

- Remain current on issues, trends, technologies, demands and approaches in marketing communications and communicate relevant best practices to stakeholders

Graduate Recruitment Events:

- Project manage Faculty-wide graduate recruitment & confirmation events, both in-person and virtual
- Collaborate with Graduate Studies and Postdoctoral Affairs (GSPA), other faculties, departments, and other universities (i.e. CGEC) as required.
- Organize and execute appropriate recruitment events including management of event logistics, providing event updates and liaising with key stakeholders (internal to UW and external partners) for event management and connecting with appropriate individuals to arrange faculty, staff and student leader participation in events
- Prepare and/or coordinate required event and program promotional materials (i.e. posters, e-mail campaigns, social media, grad brochure)
- Evaluate post-event and provide recommendations for continual improvement
- Research and identify graduate recruitment fairs in which to participate
- Represent the Faculty, including oral presentations to large and small groups, and one-on-one as a means to recruit potential students, both in-person and virtually.

Marketing and communications:

- Develop and implement marketing communication initiatives to support the Faculty's graduate recruitment and enrolment strategies, attracting the top students to apply for admission, accept their offers, and enrol.
- Research, write and produce graduate studies brochures, digital content, and other appropriate promotional materials to both raise the profile of Engineering Graduate Studies in general and for recruiting for individual programs
- Lead brand assets (e.g. photography, video, advertising, logos, stories, etc.) and graduate studies brand activities across owned, shared and paid media (websites, social media, print and digital advertising, publications, email/direct marketing).
- Identify key individuals to profile for recruitment materials and social media, and, as required, research, interview and write student and/or professor profiles
- Regularly review and update the online content aligned with recruiting for Engineering Graduate Studies, coordinating new photography, stories, video production, social media strategy as appropriate
- Work with the Faculty's Marketing Communications team to develop social media strategies and initiatives as a means to engage with prospective applicants
- Work with UWaterloo Creative Services in the development of print and digital assets

Internal support and leadership:

- Lead working groups and other events to influence (progress) the knowledge and culture of graduate recruitment practices for the Faculty
- Develop positive relationships within Engineering and with its stakeholders, both internal and external, and identify opportunities for collaboration and consultation with departments, partners and campus colleagues.

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- Collect data related to leads, applications and enrolments from lead-generation tools and EGSO staff and use data to inform departments and give context to recruitment effort outcomes.
- Ensure the effective project management of recruitment projects, including departmental goals, personnel needs and resources, as well as the definition, monitoring, reporting, and refining of appropriate measuring and reporting metrics
- Develop and manage project methodology that ensures successful project integration with all stakeholders, ensuring thorough and open communication with all teams involved to deliver project goals.
- Working with the Faculty's Marketing Communications team to develop web best practices with Engineering academic units for marketing, graduate student recruitment and student engagement.
- Oversee the hiring and management of co-op students, freelance vendors, and external service providers as required.

Other recruitment and administrative functions, including but not limited to:

- Ensure that University of Waterloo and Faculty of Engineering branding, visual identity and styles are consistent in all graduate recruitment communications.
- Coordinate prospective graduate student visitation events
- Direct graduate prospect inquiries to appropriate office or individual
- Facilitate faculty member visits to businesses and other groups to promote graduate student recruitment
- Stay informed of developments related to engineering graduate studies
- Other duties as assigned

**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

- Completion of a Bachelor's degree in Business, Marketing, or Communications is required
- Education or training in project management, public relations and digital media are an asset.

Experience

- 3-5 years' experience in a business marketing and/or communications role is required, preferably in higher education.
- Proven experience working with integrated marketing and communications strategies ideally in a highly complex institution and competitive marketplace.
- Strategic-planning proficiency, with evidence of critical-thinking and analytical skills, to enable communications and marketing plan assessment
- Demonstrated project planning and implementation experience
- Experience preparing strategic plans for marketing communications including: CRM, media, consumer behavior/trends, and direct/addressable marketing
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.

Knowledge/Skills/Abilities

- Excellent written and oral communication skills
- Ability to persuade, demonstrate and reinforce the value of graduate studies for prospective students as well as internal and external stakeholders
- The role covers a broad set of responsibilities requiring expertise in strategic recruitment, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development and execution.
- Strong organizational and project management skills coupled with proven ability to effectively handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- Demonstrated ability to effectively communicate and collaborate with all levels of an organization.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Self-starter who can move quickly to find the right solution. Able to work independently, usually within a complex and often-ambiguous environment, and collaborate on team marketing communication plans.

Intermediate to expert use of current project and data management tools including:

- Marketing Automation Platform or CRM (MailChimp)
- Adobe Creative Suite, Canva
- Project Management Software (ex. Airtable, Wrike)
- Microsoft Teams and Zoom
- Web content management software
- Quest experience an asset
- Office software:
 - Document preparation: Apple Pages or Microsoft Word
 - Spreadsheet: Apple Numbers or Microsoft Excel
 - Presentation: Apple Keynote or Microsoft PowerPoint

Nature and Scope

Contacts: Highly detail oriented with strong project management skills. Confident and effective presentation skills to present and discuss recruitment initiatives with faculty and staff. Able to influence and motivate potential students to apply for a graduate program. Must maintain productive internal and external working relationships with primary internal groups including the Dean, Associate Deans, Department Chairs, Directors, Associate Directors, faculty and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including GSPA, SSO, and faculty-based recruitment personnel. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Able to manage confidential information and work independently or as part of a team. The capacity to empower and lead project teams and to work effectively and efficiently in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.

Level of Responsibility: This position requires a highly motivated and self-directed individual to work in a team environment. The incumbent will work collaboratively with a wide range of stakeholders within the Faculty, across the University, and external to the University to develop and communicate effective graduate recruitment strategies and to implement and manage Faculty-level graduate recruitment activities.

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In this capacity, the incumbent will act as a representative of the Office of the Dean and the Faculty of Engineering. From time to time, the position will have co-op students as direct reports. The incumbent must be able to take initiative with little or no supervisory input. Must always exhibit a high degree of professionalism as a university representative.

Decision-Making Authority: The role is responsible for making time sensitive recruiting and communications content decisions on behalf of the Faculty and must use sound judgement and discretion. The timeliness and quality of online content contributes to the overall reputation of the university and to achieving the university's goals.

Physical and Sensory Demands: Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.

Working Environment: Most work is performed in the office environment, including regular meetings with various campus and external partners, internal and external committees and networks; intermittent work outside the normal operating hours of the institution. Occasional travel. Continuous use of computer, audio-visual and other technology required to record, communicate and review data, reports, presentations, etc.