

## Job Description



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<b>Job Title:</b>	Marketing & Recruitment Specialist – Applied Health Sciences
<b>Department:</b>	Registrar's Office – Marketing & Undergraduate Recruitment
<b>Reports To:</b>	Manager, Marketing and Campus Engagement
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	October 2019

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### **Primary Purpose**

Embedded within, functionally reports to, and receives strategic direction and enrolment management goals from the Faculty of Applied Health Sciences (AHS), and reports directly to and receives support, expertise, and resources from the Marketing & Undergraduate Recruitment (M&UR) unit of the Registrar's Office (RO); responsible for establishing and managing the process and framework by which AHS meets its overall enrolment management goals, including developing an integrated marketing, recruitment, and communications plan and conducting research and analysis to inform specific strategies, key messaging, and positioning. Plays a key role in engaging and educating AHS faculty, staff, students, and alumni with respect to enrolment management, thus having a significant impact on the successful achievement of institutional enrolment management, retention, and revenue goals.

### **Key Accountabilities**

**Responsible for providing expertise in enrolment management, undergraduate recruitment, and the application of marketing and communication principles to AHS undergraduate student recruitment strategies**

- Based on AHS enrolment management goals, conducts research and analysis, and creates an effective research-based overall undergraduate marketing, recruitment, and communications plan aligned with AHS goals, including but not limited to specific strategic objectives; key messages; resource allocation; positioning; and the operationalization of print, web, new media, relationship-building, and event strategies.
- Responsible for applying the UWaterloo recruitment brand and visual identity frameworks to AHS undergraduate marketing and communications strategy development.
- Develops strategies that include customized messaging targeted for the stages of the enrolment management funnel as well as virtual and on-campus techniques that enable prospective students to visualize their UWaterloo experience.
- Responsible for developing effective solutions to problems that impact recruitment, for capitalizing on opportunities that help realize AHS enrolment management goals, and for determining initiatives that support a student-centred approach, focusing on high-touch customer service and conversations.
- Leverages technology to achieve the objectives of the AHS marketing, recruitment, and communications plan, including but not limited to the incorporation of new media strategies (e.g., social networking) to engage prospects in conversations.
- Manages positive and effective relationships with prospective students/applicants, parents, discipline-specific teachers, UWaterloo alumni, and employers.
- Meets with appropriate AHS groups, committees, and individuals to share research, information, and perspectives related to student-centred enrolment management and to make recommendations related to academic programming.

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- Provides ongoing evaluation of prospective markets and recommended marketing strategies to inform proposals for new or emerging AHS programs.
  - Contributes AHS expertise to inform institutional marketing strategies, providing an AHS perspective at M&UR meetings, including but not limited to Roundtable meetings, and leverages university-wide enrolment management strategies in the creation of the AHS marketing, recruitment, and communications plan.
  - Participates in undergraduate recruitment events, such as but not limited to the Ontario Universities' Fair and on-campus open houses to recruit and confirm students, and develops strategies for collecting qualitative research data at such events.
  - Responsible for occasional travel, including but not limited to participation in the Ontario Universities' Fair and off-campus meetings with AHS alumni.
- Responsible for developing a research-based integrated undergraduate communications plan aligned with the AHS enrolment management goals, including print, web, and new media strategies**
- With appropriate involvement and collaboration with other M&UR team members, develops and implements a student-centred AHS content strategy that integrates the AHS marketing, recruitment, and communications plan with the M&UR university-wide undergraduate recruitment marketing plan.
  - Manages all communications strategies from inception to successful completion, including but not limited to creating specific communications strategies for undergraduate recruitment, determining the mix and timing of communication strategies as well as the content and key messages to be included at all stages of the enrolment management funnel, ensuring the accuracy of all information, and implementing a quality control process.
  - Develops and writes strategic, student-centred undergraduate recruitment communications, including but not limited to print pieces, content for future undergraduate students on the AHS website, and new media initiatives (e.g., social networking), applying the UWaterloo positioning framework, ensuring that such initiatives reflect the university's reputation for high quality and innovation, and verifying the integration of all strategies.
  - Provides feedback and content suggestions for the AHS information on findoutmore.
  - Conducts a costing analysis of the AHS marketing, recruitment, and communications plan to inform the development and management of the M&UR and AHS budget as it relates to the delivery of the plan.
- Collaborates, advises, and consults**
- Advises the Manager, Communications, and works collaboratively with other M&UR and RO team members who provide support, expertise, and resources to inform the AHS marketing, recruitment, and communications plan.
  - Interacts and collaborates with M&UR team members; AHS administrators, faculty members, and colleagues; and staff from other departments in order to provide and obtain advice and to gather information to effectively inform the development and delivery of a comprehensive AHS marketing plan, including specific recruitment and communications strategies.
  - With recognition and understanding of the disparate priorities and opinions of AHS departmental personnel, proactively negotiates and builds effective relationships with AHS stakeholders, such as faculty, staff, current students, and alumni, to engage and educate them with respect to key value propositions and the importance of a student-centred approach to recruitment.
  - Proactively and effectively manages and balances the expectations of AHS faculty members to achieve AHS enrolment management goals.
  - Guides the AHS Undergraduate Recruitment Co-ordinator in the development of a research-based and student-centred recruitment plan for relationship-building initiatives and events, focusing on high-touch customer service and conversations.

- Liaises with Creative Services to supervise and co-ordinate the production process, including the negotiation of production schedules, budgets, and the optimal way to communicate messages graphically.
- Proactively shares knowledge so that all M&UR team members can incorporate new information and techniques into their initiatives.
- In consultation with AHS colleagues and other stakeholders as appropriate, ensures that communication strategies align with the Faculty's strategic plan and communication protocols and those efforts are not being duplicated; plays a key role in establishing these communication protocols.
- Embraces supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy in their work.

### **Understands and applies current, relevant market research and institutional knowledge**

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to prospective undergraduate AHS students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which they are responsible.
- Maintains a clear understanding of generational characteristics, the needs of all audiences at different stages throughout the enrolment management funnel, and the motivations of young people and their parents with respect to post-secondary studies in order to enhance the strategies for which they are responsible.
- Researches and recommends continuous improvements to AHS marketing strategies and policies, and keeps current with respect to best practices, the individual differentiating strengths of each AHS program, and the most effective methods of recruiting students to AHS programs.
- Keeps up to date with trends in recruitment, marketing, and communications; significant developments that impact the marketing of AHS to all audiences; and the recruitment and communications practices of AHS competitors.
- Understands the role of research in evidence-based strategies, and with the collaboration of the Research Manager, as appropriate, establishes objectives, and designs, conducts, and analyzes research to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the impact and effectiveness of the strategies for which they are responsible; and to ascertain and recommend the most effective enhancements.
- Conducts quantitative and qualitative surveys, such as but not limited to questionnaires, interviews, focus groups, and secondary data analysis.
- Effectively interprets research findings to determine relevance to the AHS marketing, recruitment, and communications plan and specific communications strategies, presents the results to AHS stakeholders to gain buy-in for the AHS recruitment approach, and makes informed and actionable recommendations to guide AHS in achieving enrolment and retention goals.

### **Project manages work flow and business practices**

- Assumes project management and problem-solving responsibilities for all initiatives, including personnel, resources, time, and budget, ensuring proper monitoring and control of expenditures that result in the prudent use of institutional resources, value for money, and fiscal control so that the strategies for which they are responsible are delivered within budget.
- Determines and applies appropriate key metrics for measuring the success of AHS undergraduate recruitment initiatives.

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- Creates and updates an annual tactics document that details the activities for which they are responsible, in conjunction with the Undergraduate Recruitment Co-ordinator, and co-ordinates those activities with other AHS marketing initiatives.
- Develops, writes, and follows Marketing Action Plans that accurately document all components of each particular marketing strategy for which they are responsible, and contributes appropriate updates to the overall M&UR tactics document.

### **Other**

- Carries out other general and specific duties as may from time to time be determined.

*\*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 communications or marketing, or communications-related discipline; applied health sciences education an asset

### **Experience**

- 5 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting.
- Experience in the development of strategic marketing plans and associated integrated communications plans.
- Experience with branding strategies and the best methods of maximizing the tangible and intangible values of a brand.
- Experience with market analysis, including data acquisition and the selection of factors that identify target markets.
- Experience with the development of content (text and images) specifically for web sites and social media applications.
- Experience with a content management system and best practices for web writing.
- Familiarity with new media, including video creation and social media.
- Solid understanding of and experience with quantitative and qualitative research coupled with proven ability to assess findings to make informed recommendations, particularly as applied to consumer analysis.
- Experience working with designers and photographers.
- Experience with the development and delivery of informational presentations.
- Essential: demonstrated superior attention to detail.
- Excellent written and oral communication skills, including a solid understanding of English grammar, a demonstrated successful track record in promotional writing focused at a student audience, and extensive experience writing content with the purpose of communicating a brand or message.
- Demonstrated aptitude for and success in solving problems.
- Demonstrated ability to coach others in preparing high-quality, innovative presentations.
- Demonstrated success in applying political acumen and a collaborative, consensus-building approach based on sensitivity to the needs and interests of a variety of stakeholders.
- Highly adaptable, with strong organizational skills, a commitment to continuous improvement, and the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.

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- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Essential: very high level of leadership talent, negotiation skills, and ability to influence and motivate others.

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

- Knowledge of student recruitment marketing and enrolment management principles as defined by industry enrolment management experts, such as Noel Levitz, and experience in developing marketing and communication strategies for students based on a full understanding of the motivations of young people and their parents with respect to post-secondary studies.
- Familiarity with new media, including video creation and social media.
- Solid understanding of and experience with quantitative and qualitative research coupled with proven ability to assess findings to make informed recommendations, particularly as applied to consumer analysis.
- Essential: demonstrated superior attention to detail.
- Excellent written and oral communication skills, including a solid understanding of English grammar, a demonstrated successful track record in promotional writing focused at a student audience, and extensive experience writing content with the purpose of communicating a brand or message.
- Demonstrated aptitude for and success in solving problems.
- Demonstrated ability to coach others in preparing high-quality, innovative presentations.
- Demonstrated success in applying political acumen and a collaborative, consensus-building approach based on sensitivity to the needs and interests of a variety of stakeholders.
- Highly adaptable, with strong organizational skills, a commitment to continuous improvement, and the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Essential: very high level of leadership talent, negotiation skills, and ability to influence and motivate others
- Technical skills the use of Microsoft Office Suite, Adobe Creative Suite, social media platforms, CRM, Drupal, etc.

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of departments and groups and at all levels to ensure the successful development, implementation, and integration of the AHS recruitment and marketing plan and associated communications strategies; externally, communicates with a wide variety of audiences including prospective students and influencers to deal with, influence, and motivate others to achieve AHS enrolment management, retention, and revenue goals.
- **Level of Responsibility:** Project manages a faculty-wide function or process for the successful creation and execution of effective marketing and recruitment strategies that are consistent with overall AHS enrolment management goals and are implemented within the context of UWaterloo marketing and communication activities, ensuring the high quality and accuracy of all initiatives, thus safeguarding the UWaterloo reputation and contributing to the achievement of institutional enrolment management, retention, and revenue goals.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of creating and operationalizing the AHS marketing, recruitment, and communications plan, including market research and analysis, organization of resources, personal interactions and collaboration, work flow, consultation, budget, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.

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- **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:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.