

Job Description



Job Title:	Marketing & Recruitment Specialist – Science
Department:	Office of the Registrar, Marketing & Undergraduate Recruitment
Reports To:	Manager, Marketing & Campus Engagement
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	March 2022

Primary Purpose

Embedded within, functionally reports to, and receives strategic direction and enrolment management undergraduate recruitment goals from the Faculty of Science (Science), 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 Science meets its overall undergraduate recruitment enrolment management goals, including developing an integrated student recruitment marketing and communications plan and conducting research and analysis to inform specific strategies, key messaging, and positioning in the plan. Plays a key role in engaging and educating Science faculty, staff, students, and alumni with respect to undergraduate recruitment enrolment management, thus having a significant impact on the successful achievement of institutional enrolment management, retention, and undergraduate recruitment revenue goals. Collaborates with other key roles within the Faculty of Science to ensure awareness and integration of Faculty branding/positioning and overall strategic priorities regarding enrolment management.

Key Accountabilities

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

- Based on Science enrolment management goals, conducts research and analysis, and creates an effective research-based overall undergraduate marketing, recruitment, and communications plan aligned with Science goals, including but not limited to specific strategic objectives; key messages; resource allocation; positioning; and the operationalization of print, web, new media, and communication initiatives as they relate to relationship-building and events.
- Responsible for applying the undergraduate recruitment brand and visual identity frameworks to Science undergraduate marketing and communications strategy development.
- Responsible for developing effective solutions to problems that impact recruitment, for capitalizing on opportunities that help realize Science enrolment management goals, and for determining initiatives that support a student-centered approach, focusing on high-touch customer service and conversations.
- Develops strategies that include customized messaging targeted for the stages of the enrolment management funnel.
- Leverages technology to achieve the objectives of the Science 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; develop virtual and on-campus techniques that enable prospective students to visualize their UWaterloo experience.
- Supports positive and effective relationships with prospective students/applicants, parents, discipline-specific teachers, UWaterloo alumni, and employers.

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- Meets with appropriate Science groups, committees, and individuals to share research, information, and perspectives related to student-centered enrolment management and to make recommendations related to academic programming in conjunction with M&UR Research Manager.
- Provides ongoing evaluation of prospective markets and recommended marketing strategies to inform proposals for new or emerging Science programs.
- Contributes Science expertise to inform institutional marketing strategies, providing a Science perspective at M&UR meetings, including but not limited to Roundtable meetings, and leverages university-wide enrolment management strategies in the creation of the Science 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.

Responsible for developing a research-based integrated undergraduate recruitment plan aligned with the Science enrolment management goals, including print, web, and new media strategies

- With appropriate involvement and collaboration with M&UR team members and Science Communication Officers, develops a student-centered Science content strategy that integrates the M&UR university-wide undergraduate recruitment marketing plan with the faculty's goals.
- 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-centered undergraduate recruitment communications, including but not limited to print pieces, content for future undergraduate students on the Science 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 Science information on the undergraduate programs website.
- Conducts a costing analysis of the Science marketing, recruitment, and communications plan to inform the development and management of the M&UR and Science budget as it relates to the delivery of the plan.

Collaborates, advises, and consults

- Advises the M&UR Manager, Marketing and Campus Engagement, and works collaboratively with M&UR and RO team members who provide support, expertise, and resources to inform the Science marketing, recruitment, and communications plan and cross-faculty projects.
- In consultation with Science communications officers and other stakeholders as appropriate, ensures that communication strategies align with other Science communication goals and priorities.
- Interacts and collaborates with other M&UR team members; Science administrators, faculty members, and colleagues; and staff from other departments to provide and obtain advice and to gather information to effectively inform the development and delivery of a comprehensive Science marketing plan, including specific recruitment and communications strategies.
- With recognition and understanding of the disparate priorities and opinions of Science departmental personnel, proactively negotiates and builds effective relationships with Science 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 Science faculty members to achieve Science enrolment management goals.
- Supports the Science 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.
- Embraces supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy in own 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 Science students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies led.
- 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.
- Maintains up-to-date knowledge of elements related to the Science undergraduate experience, including curriculum, students, research areas, extracurricular activities, and special events and initiatives
- Researches and recommends continuous improvements to Science marketing strategies and policies, and keeps current with respect to best practices, the individual differentiating strengths of each Science program, and the most effective methods of recruiting students to Science programs.
- Keeps up to date with trends in recruitment, marketing, and communications; significant developments that impact the marketing of Science to all audiences; and the recruitment and communications practices of Science 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 Science marketing, recruitment, and communications plan and specific communications strategies, presents the results to Science stakeholders to gain buy-in for the Science recruitment approach, and makes informed and actionable recommendations to guide Science 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 Science 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 Recruitment Co-ordinator, and co-ordinates those activities with other Science 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 arise from time to time (e.g., exam duty, Convocation).

**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; science education an asset

Experience

- 5 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting.
- 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.
- 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 websites 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.

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- 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.

Knowledge/Skills/Abilities

- MS Word - Advanced
- Excel - Intermediate
- Presentation software, e.g., Powerpoint - Advanced
- Social media platforms; web software, e.g., CMS, Drupal; Adobe Creative Suite or similar - Advanced
- Quantitative and qualitative research and analysis - Intermediate

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 Science recruitment and marketing plan and associated communications strategies; externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to achieve Science 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 Science 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 Science 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.
- **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.