

Job Description

Job Title:	Marketing Manager
Department:	Waterloo Undergraduate Student Association
Reports To:	Director, Marketing, Communications and Outreach
Jobs Reporting:	Marketing Specialists, part time design staff as required
Salary Grade:	USG 9
Effective Date:	November 2019

Primary Purpose

The Marketing Manager is responsible for the strategic development & execution of the marketing initiatives of the Waterloo Undergraduate Student Association. The Manager will work their team to establish and maintain brand guidelines for multiple advocacy, service & commercial oriented departments within the association. The Manager will ensure multi-year marketing plans and brand campaigns are tailored to effectively reach and resonate with the diverse membership of the students in the University of Waterloo community. They will manage the priorities and daily activities of the marketing department and ensure all initiatives are on brand and work towards achieving the organizations long-term goals.

Key Accountabilities

Development of Marketing Brands & Strategic Initiatives

- Creates and directs initiatives across multiple channels to enhance WUSA's image, profile and reputation and oversees the delivery of WUSA content and messaging to all audiences and across a variety of mediums
- Responsible for the planning, development and monitoring execution of integrated, multi-stakeholder marketing plans for multiple advocacy, service and commercial orientated departments
- Ensures success metrics and service levels are established, monitored and measured across all marketing plans & initiatives
- Review research and best practices to conceptualize and create strategic, integrated and collaborative marketing plans to support the programs and services offered by WUSA to students and campus partners
- Ensure that all marketing initiatives and action plans align with brand guidelines
- Works to ensure consistent messaging and voice of the WUSA in all marketing plans
- Accountable for the safeguarding of WUSA's reputation through the identification, development, and delivery of new concepts and models along with well-tested, on brand, creative, innovative and high-quality approaches to marketing, communications, design, and student engagement

Project Management & Resource Allocation

- Provides project leadership for large marketing initiatives and organizational projects requiring marketing support
- Liaise with department managers and stakeholders to ensure satisfaction at all stages of the project including planning, implementation and analysis
- Responsible for budgeting, expense monitoring and financial compliance of the Marketing department and ensuring resources are aligned to meet the organizations objectives
- Manages department workflows & processes to ensure efficient and effective delivery of marketing materials

Job Description



- Manages the creation and production of the WUSA student planner and is responsible for recruiting advertisers to cover associated costs

Staff Management

- Champions team projects and lead and manage staff to ensure the delivery of results in support of WUSA's goals, values and strategic priorities.
- Responsible for overall staffing of department including hiring, staff development, staff performance appraisals and disciplinary issues
- Ensures department personnel are in compliance with WUSA & University of Waterloo policies, procedures and regulations
- Establishes performance indicators and assessment methods to measure achievement in all areas of responsibility including learning outcomes, program goals and objectives and personal success
- Provides leadership to staff including setting clear and reasonable expectations, providing on-going feedback and establishing a strong foundation for performance through ongoing training

Research & Analysis

- Initiates research projects and data analysis to better identify underutilized services & programs offered by WUSA and to support new ventures
- Maintains an understanding of how the timing, tactics and nature of communication with students can influence student success and new and developing strategies for effective communication
- Interprets WUSA's positioning and visual identity frameworks and ensures the effective positioning of WUSA to students
- Defines member profiles through intensive research and analysis to effectively build marketing initiatives
- Performs ongoing review and analysis of marketing campaigns to ensure effective reach and return on investment

Collaboration & Outreach

- Develops positive relationships within WUSA and with its stakeholders and identifies opportunities for collaboration and consultation where appropriate
- Establishes and maintains productive working relationships with key campus colleagues including marketing and communications staff within other university departments and with student service groups
- Collaborate with communications team and others in WUSA to develop the targeted marketing plans for WUSA
- Establishes, maintains and grows partnerships with sponsors and off-campus advertising groups

**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 Marketing, Communications, Public Relations or related post-secondary degree with equivalent experience.

Experience

- Minimum of 5 years of experience within a marketing role developing creative solutions and large-scale marketing campaigns.

Job Description



- Minimum of 2 years of experience supervising, evaluating and coaching part-time or student employees

Knowledge/Skills/Abilities

- Advanced: MS Office suite of products (Word, Excel, PowerPoint) or Mac equivalents
- Advanced written and verbal communication skills
- Excellent project management
- Excellent time management
- Excellent team building and relationship management skills
- Strong financial management/budgeting skills
- Strong organizational skills with the ability to multi-task and meet strict deadlines
- Experience within a student environment is an asset
- Digital design knowledge and expertise is an asset

Nature and Scope

- **Contacts:** Internally, interacts with most employees and across all WUSA departments to develop and maintain all internal and external communications. Externally, this position will foster relationships with on campus and local media and have contact with other UWaterloo support departments.
- **Level of Responsibility:** This position is responsible for creating the organization's overall communication strategy. They will utilize their extensive knowledge of marketing and communications strategies to create a number of termly communications plans for all online platforms and create press releases and gain media coverage when required to spread the word about WUSA efforts. An in-depth understanding of marketing is required in order to guide strategy for the WUSAs' content across all channels. The incumbent may be required to complete additional tasks in relation to their position as assigned by the Director of Marketing and Communications.
- **Decision-Making Authority:** This position is responsible for establishing the marketing priorities of the organization in consultation with the Director of Marketing and Communications, and assigning resources and funds accordingly. This position will be responsible for making timely decisions that ensure no opportunities are missed to spread the word about WUSA initiatives.
- **Physical and Sensory Demands:** Minimal demands that are typical of position operating within a fast paced , service-oriented office environment. Occasional lifting of heavy equipment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management responsibilities. Work outside the normal operating hours of the institution, including some weekends, can be expected in this role. WUSA is a student-driven organization with elected student Executive that change on an annual basis. Further, the political landscape is a diverse and dynamic environment. As such, this position will need to be sensitive and adaptable to change and be comfortable with changing deadlines and projects as needed.