

Job Description

Job Title:	Marketing Specialist
Department:	Waterloo Undergraduate Student Association
Reports To:	Marketing Manager
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	February 2023

Primary Purpose

The Marketing Specialist is responsible for the research, development, coordination and promotion of marketing efforts for a defined area within the Waterloo Undergraduate Student Association (WUSA). The incumbent is responsible for developing, implementing and monitoring strategic marketing initiatives designed to maximize awareness of their areas, drive student engagement and ensure the objectives and goals of the Federation are achieved.

The Marketing Specialist will work closely with the Director of Marketing and Communications and other internal staff and students to develop, implement and measure the effectiveness of marketing plans and strategies. This also includes managing part time staff who create materials and promote organizational efforts to the campus community.

The Marketing Specialist must have the foresight to recommend progressive improvements and initiatives to keep our marketing strategies and promotions fresh and competitive.

Key Accountabilities

Strategic planning and budgeting

- Develops annual marketing plans and termly promotions based marketing action plans to outline goals and strategies used to support growth towards reaching organizational priorities
- Integrates marketing strategies into all media, including social media, web and print communications
- Monitors and evaluate the effectiveness of these plans by designing and using instruments such as evaluation forms, questionnaires, surveys and focus groups
- Develops, maintains and provides training and brand guidelines to be used in the creation of all online and print communications
- Works with the Communications and Media Relations Manager and Web Design Specialist to determine web presence for areas of focus
- Produces and manages an annual marketing budget
- Reports on results from all marketing and operational efforts to measure effectiveness of all programs and spending
- Creates promotions that engage the entire university community
- Develops strategies for and oversees the purchasing and deployment of promotional merchandise

Project Execution

- Manages and oversees the implementation of the Waterloo Undergraduate Student Association's marketing strategy for their defined areas
- Sets direction and supervises all design and copy for marketing and communications materials for their defined area, with final approval from Director of Marketing and Communications

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- Works in collaboration with the Digital Media Specialist to proactively and reactively manage social media presence for their areas including assistance with content and promotional suggestions
- Co-manages the weekly WUSA Poster Run marketing service
- Executes large-scale marketing projects and campaigns aimed at various audiences on campus and in the community
- Completes market research, including identification, monitoring and data analysis of the undergraduate student population, marketing trends and satisfaction surrounding their areas of focus and share this data within the Federation with assistance from Data Analyst and Research and Policy Officer
- Develops and ensures consistent, reliable processes for marketing activities including writing post plan analysis reports containing team feedback for continuous improvement of all marketing initiatives
- Liaises with department staff and partners and ensures satisfaction at all stages of design implementation

Relationship Management and Collaboration

- Meets with internal staff, students and Executives to coordinate cross departmental marketing and communications initiatives
- Collaborates with fellow Marketing Specialists to co-manage part-time staff, schedule promotional efforts and division of resources, explore strategic alignment opportunities and co-promote WUSA initiatives.
- Works with the Communications and Media Relations Manager and Digital Media Specialist to ensure integration of marketing and promotional plans with the Federation's digital media strategies
- Negotiates strategic alliances with external companies and organizations acceptable to the Federation for promotions and other services
- Creates strong relationships with other key departments on campus to identify opportunities for collaboration to increase communication and enhance resources available to students on campus
- Collaborates with other marketing professionals on and off campus and to ensure best practice development

Staff Management and Development

- Hires, trains and manages a team of part time student staff to help with creation and distribution of marketing materials
- Implements an effective recruitment plan for part time staff, manage their payroll information and ensure appropriate levels of staff are available to respond to the Federation's requests
- Creates opportunities for leadership and development whenever possible within the part time staff
- Executes termly staff evaluations and regular check-ins with staff to provide constructive feedback and allow for additional training and sharing of resources as needed
- Organizes and implements staff appreciation initiatives to celebrate staff and encourage retention

**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 Administration, Marketing, Communications or related post-secondary degree with equivalent experience or equivalent education and experience.

Experience

- Minimum of 3 years of experience within a marketing role
- Minimum of 1 year of experience supervising, evaluating and coaching part time employees
- Experience with the design and implementation of successful product-branding strategies
- Experience with collecting customer feedback via surveys, focus groups, and mystery shopper programs
- Experience working within a student-driven environment is an asset
- Experience working for a not-for-profit or advocacy organization is an asset
- Experience marketing to a student audience is an asset
- Building strong relationships with internal and external parties to create new partnerships and foster future business opportunities

Knowledge/Skills/Abilities

- Strategic planning and project management skills
- Strong understanding of social media
- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Intermediate: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, InCopy)
- Strong communication skills – oral and written
- Strong organizational skills and time management skills
- Effective relationship-builder/collaborator
- Solid understanding of business operations and how the marketing process is an asset
- Sensitive and adaptable to change

Nature and Scope

- **Contacts:** Internally, communicates with all members of the marketing department, and identified internal clients to ensure they are aware of upcoming promotions that require marketing support. This position oversees several part-time positions within the marketing department. Fostering growth and leadership opportunities for these Waterloo undergraduates is important within the Waterloo Undergraduate Student Association. Communicates with fellow Marketing Specialists to explore strategic alignment opportunities and co-promotion of WUSA initiatives. Develops a close working relationship with Communications and Media Relations Manager, Digital Media Specialist and Web Design Specialist to ensure up-to-the-minute information is shared promptly. Externally, this position will create relationships with other departments on campus, as well as establish off-campus relationships with individuals and business to foster opportunities for partnership.
- **Level of Responsibility:** Responsible for increasing awareness of the organization and engagement with its key student offerings to ensure students benefit from them. They will utilize their extensive knowledge of marketing and communications strategies to create a yearly marketing plan for their identified areas including individual marketing plans for mid-large scale marketing campaigns. Some design support will be required when/if the graphic design team is unable to keep up with marketing requests. 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:** Responsible for establishing the marketing and communications priorities as they pertain to their identified areas of focus in consultation with the Director of Marketing and Communications and Executives, and assigning resources and funds accordingly. This position will be responsible for making timely decisions that ensure marketing efforts are kept up-to-date
- **Physical and Sensory Demands:** Minimal demands typical of a leadership position operating within an office environment. Some lifting of boxes and moving of promotional supplies may be required.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with leadership responsibilities. The team operates within a shared

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open workspace environment. Work outside the normal operating hours of the institution may be required in some instances. The Waterloo Undergraduate Student Association 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.