

## Job Description



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<b>Job Title:</b>	Manager, Marketing & Communications Strategy
<b>Department:</b>	Registrar's Office, Marketing & Undergraduate Recruitment
<b>Reports To:</b>	Associate Director, Marketing & Communications
<b>Jobs Reporting:</b>	Project Manager, Digital Communications Project Manager, Marketing & Communications Specialist, Communications Design Specialist, Systems & Integration Specialist, Digital Engagement
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	July 2017

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### **Primary Purpose**

The Manager, Marketing & Communications Strategy is responsible for team leadership, operational oversight, and implementation of marketing and communications strategies in support of the University's undergraduate recruitment goals.

Accountable for planning, project managing, delivering, evaluating and reporting on the impact of marketing strategies designed to inspire and engage prospective undergraduate students. This role is tasked with integrating and leveraging content across a range of channels (e.g., print, digital, social, and in-person activities) in order to have a substantial effect on the achievement of the University's enrolment management and revenue objectives.

Motivating a highly capable team of marketing and recruitment professionals, ensures everyone remains at the cutting-edge of marketing and communications concepts and technologies – always looking to adopt and apply industry best practices, and emerging technologies for authentic engagement through our work and community.

Reporting to the Associate Director, Marketing & Communications, and in collaboration with colleagues in the Registrar's Office, Marketing & Undergraduate Recruitment and campus partners, plays a major role in shaping undergraduate recruitment initiatives that effectively build on the University's global brand reputation.

### **Key Accountabilities**

#### **Responsible for the planning, development, implementation, management, and budgeting of MUR's marketing and communications strategies.**

- Based on institutionally established enrolment management goals, as a MUR leader and in collaboration with the Associate Director, Marketing & Communications and MUR team members, responsible for establishing undergraduate recruitment communications strategies and priorities, and for developing integrated communications plans that support and enhance MUR initiatives, reflect the needs of MUR audiences, and set the direction for MUR's overall integrated communications presence.
- Ensures that all activities align with the strategic plan, focus on the areas of greatest priority, and include consideration of MUR goals.
- Provides expertise with respect to the Waterloo web space content management system (WCMS). Ensures that MUR webpages are updated in compliance with institutional and government web and accessibility standards and that they adhere to best practices (e.g., SEO, IA, UX, etc.).

## Job Description



- Manages MUR's marketing and communications strategies to ensure their effectiveness as well as consistent voice and messaging, proactively initiating the development of innovative approaches and new concepts and models.
- Ensures that Waterloo branding, visual identity, messaging, and style guidelines are applied consistently to all of MUR's undergraduate recruitment strategies (e.g., print, web, digital, and social media).
- Oversees and ensures the effective application of technical expertise in the development, maintenance, and enhancement of all MUR technical systems and applications, digital initiatives, and websites, including both hardware and software requirements.
- Responsible for linking and integrating MUR marketing and communications plans with those of other academic and support units.
- Recommends, develops, and manages a significant budget aligned with the successful achievement of MUR marketing and communication goals.
- Manages and supports the Procurement process for external vendors to support the MUR Marketing & Communications team.
- Advises on copy content, editorial direction, and best practices for content across all platforms.

### **Collaborates, advises, and consults**

- As the key advisor for MUR marketing and communications strategies, consults with and advises MUR colleagues with respect to the establishment of communications strategies and priorities.
- Advises and consults with the Associate Director, Marketing & Communications and MUR Managers with respect to the goals and strategic direction of communications strategies.
- With recognition and understanding of the disparate priorities of on-campus partners, proactively establishes and fosters collaboration with the RO; SSO; IST; University Relations; the faculties, professional schools, and university colleges; and other departments in order to contribute to institutionally adopted strategies, to ensure effective outcomes with respect to the audiences MUR serves, and to provide expertise with respect to marketing and communication strategies.
- Collaborates with other MUR communications personnel; to ensure the integration and consistency of messaging across all MUR communication initiatives.
- Works closely with the MUR managers responsible for on- and off-campus initiatives to ensure that marketing and communications initiatives and technical applications meet their needs.
- Represents MUR at university-wide meetings, proactively providing expertise and insight with respect to recruitment and marketing issues, and advocating on behalf of the prospective undergraduate audience.
- Proactively shares knowledge so that all MUR team members can incorporate new information and techniques into their initiatives.

### **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 undergraduate prospective students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which s/he is responsible.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the strategies for which s/he is responsible.
- Researches and recommends enhanced communications strategies and models, and keeps current with respect to best practices.

## Job Description



- Maintains awareness of current research, trends in traditional and digital communications, significant developments that impact the marketing of the university, and the traditional and digital communications practices of Waterloo's competitors.
- Understands the role of research in MUR's evidence-based strategies, and collaborates with the Marketing Insights Specialist to establish research objectives and create data analysis solutions to inform decision-making, strategy development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which s/he is responsible; and to ascertain and recommend the most effective enhancements.

### **Manages, motivates, and mentors staff**

- Hires, supervises, and evaluates the personnel who report to him/her, including the management of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- For all staff who report to him/her, leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results, and establishes a strong foundation for performance through a comprehensive training program.
- Creates and maintains a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.

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

- Assumes project management responsibilities for all marketing and communications strategies, including personnel, resources, time, and budget, ensuring proper control of expenditures for the strategies for which s/he is responsible.
- Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined and examined for all communications as a basis for strategy development.
- Applies MUR project management best practices and tools to accurately document all components of each particular marketing strategy for which s/he is responsible, and contributes appropriate updates to the overall MUR strategic plan.

### **Other**

- Participates in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including other general and specific duties as may from time to time be determined.

## **Required Qualifications**

*If hiring today, what would be the required education, experience, knowledge, skills and abilities?*

### **Education**

- University degree in business, communications, advertising, marketing, media studies, or equivalent combination of education and experience.

### **Experience**

- 6+ years of experience in marketing and communications, specifically the areas of content marketing, digital marketing, marketing insights, and account management/client service
- 3+ years of experience in strategy and technology platforms for social media, web, video and email campaigns
- 3+ years of experience in project management
- Experience and knowledge of web information architecture, UI/UX design principles

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

- Proven ability and extensive experience in developing integrated marketing and communications strategies/campaigns within a highly complex institution and competitive marketplace.

- Demonstrated strategic-planning proficiency, with evidence of critical-thinking and analytical skills to enable the assessment of communications opportunities, and the development of supporting programs and contributions to change management.
- Experience using social media to enhance and support marketing and communications strategies.
- Previous experience supervising employees, developing and managing budgets, and navigating the procurement process.
- Website management and development experience along with proficiency in web analytics.
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e., AODA and Canadian Anti-Spam Legislation [CASL]), and testing.
- Excellent written and verbal communications skills, including the ability to translate technical concepts into simple language or visual schematics to assist understanding among campus colleagues and leaders.
- High level of knowledge of grammar, punctuation, and language usage; well-developed writing and proofreading abilities; and a strong understanding of online readability and the Internet-user experience.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Essential: flexibility, diplomacy, sound judgment, and relationship-management skills coupled with the ability to influence and motivate others and to manage crisis situations effectively.

**Intermediate to advanced use of current digital management tools including:**

- Google Analytics Solutions
- SEO tools
- Social Media (Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
- Content Management Systems (Drupal)
- Adobe Creative Suite
- Project Management Software (Smartsheet)
- CRM
- Slack
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint

### **Nature and Scope**

- **Contacts:** Internally, communicates with colleagues in a wide range of departments and groups and at all levels to recommend and ensure the execution and integration of a variety of digital communications strategies in support of the overall RO mission and goals, including communication with a number of on-campus audiences; externally, responsible for accurate and effective communication with a variety of outside audiences to deal with, influence, and motivate others to achieve university goals.
- **Level of Responsibility:** Manages a university-wide function or process; as senior MUR communication strategist, has a significant impact on and consequences for the brand and reputation of the university and for the achievement of institutional enrolment management and revenue goals.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of developing and operationalizing MUR communications strategies, including market research, organization of staff and resources, personal interactions and collaboration, work flow, consultation,

## Job Description



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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 management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.