

Job Description



Job Title:	Manager, Marketing & Campus Engagement
Department:	Registrar's Office, Marketing & Undergraduate Recruitment
Reports To:	Associate Director, Marketing Operations & Engagement
Jobs Reporting:	Specialist, Marketing & Recruitment: Applied Health Sciences Specialist, Marketing & Recruitment: Arts Specialist, Marketing & Recruitment: Environment Specialist, Marketing & Recruitment: Science Specialist, Campus Engagement
Salary Grade:	USG 11
Effective Date:	November 2017

Primary Purpose

The Manager, Marketing & Campus Engagement is responsible for team leadership, operational oversight, and implementation of marketing and engagement strategies with MUR partner faculties and the University of Waterloo Visitors Centre in support of the University's undergraduate recruitment goals.

Trusted to develop and maintain productive working relationships with all faculties, departments, schools, and units (FDSU) at University of Waterloo in order to collaboratively create and apply best practices which significantly impact undergraduate recruitment audiences.

Accountable for planning, project managing, delivering, evaluating, and reporting on the impact of marketing and campus engagement recruitment initiatives, including but not limited to; tours, events, activations, and campaigns. All of which are designed to inspire and engage prospective undergraduate students and their key influencers, on and off campus, each having a substantial and coordinated impact on the successful achievement of enrolment management and revenue objectives.

Motivating a highly capable team of marketing and recruitment professionals, ensuring everyone remains at the cutting-edge of marketing and engagement 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 Operations & Engagement, and in collaboration with colleagues in the Registrar's Office, Marketing & Undergraduate Recruitment and campus partners, this role is responsible for building and leading a team that works as a collective in shaping undergraduate recruitment initiatives that effectively build on the University's global brand reputation.

Key Accountabilities

Marketing & Campus Engagement Strategies

- In collaboration with the Associate Director, Marketing Operations & Engagement, the Manager, Marketing & Communications Strategy, and MUR team members: Collaborate on undergraduate recruitment strategies and priorities, develop FDSU marketing and engagement plans that support and enhance undergraduate recruitment initiatives that reflect MUR's overall integrated campaigns.
- Work with FDSU partners to ensure that tactical based solutions align with the University/MUR strategic plan, are tailored to meet the needs of specific audiences, effectively convey key recruitment messages, build awareness of faculties/programs, and accurately provide essential information.
- With the goal of strategically integrating faculty-specific marketing plans and materials with the overall university marketing and recruitment plan, provide strategic support and mentorship for the Faculty Marketing & Recruitment Specialists (currently four direct reports AHS, ARTS, ENV, SCI and guidance for ENG & MATH) in the development of their undergraduate recruitment initiatives.
- Support the Specialist, Campus Engagement in all campus-wide activities in which FDSU would benefit from collaboration and integration originating from MUR/Visitors Centre. Including activities such Campus Tour Working Group, on-campus recruitment events (Fall Open House, March Break Open House, You @ Waterloo Day), and other events/campaigns as they arise.
- Responsible for a positive and informative Visitors Centre atmosphere that acts as the main welcome point for prospective students, key influencers, and other campus visitors. This includes supporting and mentoring the Supervisor, Visitors Centre and 50+ Student Ambassadors, ensuring authentic engagement and a memorable hospitality experience.
- Promote synergy across Student Ambassadors, Faculty Ambassadors, and Brand Ambassadors – recruitment, hiring, training opportunities, best practices, and cross-campus partnerships.
- Manage and lead the Recruitment Roundtable group, including but not limited to orienting new members, sharing agendas, supporting meeting chairs, planning professional development, and fostering collaboration among units.
- Support creative leadership with respect to fresh concepts and models, innovative approaches to enrolment management communications, new methods of integrating and complementing digital initiatives, and enhanced links between MUR strategies and those of FDSU.
- Ensure that University of Waterloo's branding and visual identity frameworks, messaging, and style guides are interpreted and evolve for multi-stakeholder projects across FDSU.
- Support the development and oversees a significant budget for Faculty Specialists and Visitors Centre.
- Manage and supports the procurement process for external vendors to support cross-department collaborative initiatives with MUR and campus partners.

Collaborates, Advises, & Consults

- With recognition and understanding of the disparate priorities of on-campus partners, proactively establishes and fosters collaborative relationships with the FDSUs; to build consensus and co-ordinate the alignment of recruitment activities so that the needs of other areas are balanced with the effective marketing of the university as a whole.
- Collaborate with other MUR team members responsible for communications to ensure the integration and consistency of messaging in marketing campaigns across FDSU.
- Proactively share knowledge of faculty and other campus initiatives so that all MUR team members

can incorporate new information and techniques into their strategies.

- Work closely with the MUR partners responsible for on- and off-campus initiatives to ensure that marketing and communications initiatives and technical applications meet their needs.
- Represent MUR/RO 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.

Market Research & Institutional Knowledge

- Keep 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.
- Maintain 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.
- Encourages an environment of, and is responsible for, research and recommendations that identify and suggest enhanced communications strategies and models, and keeps current with respect to best practices.
- Maintain 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.
- Understand 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.

Leads, Motivates, and Mentors Staff

- Hires, supervises, and evaluates the staff, including the management of interview committees, the selection of outstanding candidates, salary negotiation. Provides leadership, coaching and guidance with respect to performance management.
- 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.

Operational Management

- Monitors, reviews, and oversees business best practices to ensure that business processes are effective, and proactively recommends new opportunities to build greater efficiencies across campus units.
- Assumes project management responsibilities for cross-campus initiatives that benefit multiple campus partners which may include overseeing working groups, proposal writing, vendor procurement, resource allocation, etc.
- Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined and examined for all marketing and campus engagement activities as a basis for strategy development.

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- 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

- Participate 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

Education

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

Experience

- 6+ years of experience in marketing and communications, specifically the areas of account management/client service, brand management, events and promotions.
- 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 planning and driving thought leadership and event marketing programs from inception to activation.

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.
- 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.
- Exceptional ability to foster positive, strong relationships with a variety of stakeholders, and to build consensus, and foster teamwork within a dynamic and complex organization.
- 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

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

Nature and Scope

- **Contacts:** 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 undergraduate communications strategies in support of undergraduate enrolment management goals.
- **Level of Responsibility:** Manages a university-wide function or process; as senior MUR marketing and engagement 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 marketing and engagement strategies, including market research, organization of staff and 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 management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.