

Job Description

Job Title:	Manager, Graduate Marketing and Recruitment
Department:	Graduate Studies and Postdoctoral Affairs (GSPA)
Reports To:	Associate Director, Graduate and Postdoctoral Strategic Initiatives
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	July 2018

Primary Purpose

The Manager, Graduate Marketing and Recruitment is a management position within GSPA accountable for providing strategic marketing and recruitment oversight for graduate studies at the University of Waterloo.

The Manager oversees the effective development and execution of strategic marketing and recruitment plans. S/he is responsible for ensuring effective positioning of the university, appropriate research and consistent messaging is carried out in all graduate studies marketing and recruitment efforts university-wide. The incumbent is responsible for operational oversight, and implementation of marketing and recruitment strategies in support of the University's graduate recruitment goals. The incumbent oversees the planning, project managing, delivering, evaluating and reporting on the impact of marketing strategies designed to inspire and engage prospective 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. The Manager ensures the campus community remains at the cutting-edge of marketing and recruitment 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 Assistant Director, Graduate Communications and Postdoctoral Affairs, and in collaboration with colleagues in Graduate Studies and Postdoctoral Affairs and campus partners, the Manager plays a major role in shaping recruitment initiatives that effectively build on the University's global brand reputation.

Key Accountabilities

Strategic marketing and brand management

- Leads the development of Waterloo's graduate studies brand positioning, identity framework, and key messaging related to graduate marketing and recruitment
- Creates graduate studies specific brand principles and guidelines, in consideration of University-wide brand guidelines
- Responsible for developing, managing, and implementing all aspects of international graduate recruitment, including establishing and operationalizing strategy and budget decisions
- Manages the development of strategic approaches, key marketing messages, audience identification and evaluation measures for graduate student recruitment and enrolment initiatives
- Works collaboratively with internal and external creative partners on marketing projects, ensuring all projects adhere to the University's visual brand guidelines

Communications and engagement

- Creates and oversees the digital marketing and recruitment content and implementation strategy for graduate studies at Waterloo

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- Leads marketing and communications (national and international) planning activities including development of marketing and communications goals, objectives, strategies, and action plans
- Develops, oversees and implements marketing, communications and outreach strategies and tactics to engage future and current students and alumni to promote and highlight the University of Waterloo graduate studies brand
- Works with campus partners responsible for on and off campus recruitment initiatives (e.g. recruitment fairs) to ensure that marketing and communications initiatives align where possible

Research and budget

- Manages marketing and recruitment budget to support marketing initiatives
- Oversees research that supports graduate enrolment management at the University of Waterloo; research includes ongoing review of strategic recruitment and enrolment initiatives, market research, competitor research, student/faculty/staff focus groups
- Disseminate research to campus stakeholders and make recommendations to implement research-based best practices to support overall university enrolment goals

Project management

- 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 project management best practices and tools to accurately document all components of each marketing and recruitment strategy for which s/he is responsible

**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 and/or equivalent work experience in a communication/marketing field

Experience

- Excellent leadership and relationship management skills to develop marketing and recruitment opportunities across University of Waterloo (institution-wide)
- Knowledge and proven understanding of digital landscape; advanced digital communications skills
- Experience within communication and/or marketing field(s)
- Experience with conducting research and analyzing data
- Proven experience with accuracy and attention to detail
- Successful experience working independently and within a team environment; ability to work collaboratively with others in academic and administrative units
- Successful experience meeting multiple and concurrent deadlines and managing small and large-scale projects
- Solid knowledge of both English grammar and the specialized requirements associated with writing for the web

Knowledge/Skills/Abilities

- Ability to lead and create and foster a team environment

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- Critical thinking and analytical skills to enable assessment of recruitment opportunities; develop supporting strategies for graduate programs
- Ability to integrate digital and traditional marketing and recruitment tactics to support graduate recruitment and enrolment goals
- Ability to build consensus and foster teamwork among a variety of stakeholders
- Excellent communication skills, both written and oral
- Demonstrated ability to thrive in an integrated and collaborative team environment and to apply a positive team approach to working with colleagues and external partners
- Occasional travel may be required; occasional evening/weekend work required

Nature and Scope

- **Contacts:** Internally, communicates with colleagues in a wide range of departments and groups and at all levels to oversee the successful execution and integration of graduate marketing and recruitment strategies and initiatives; externally, accountable for effective communication with a wide variety of audiences including graduate studies prospects, recruitment colleagues.
- **Level of Responsibility:** Manages university-wide initiatives/strategies related to graduate marketing and recruitment.
- **Decision-Making Authority:** Makes decisions that have an impact on and consequences for the reputation of the university and the success of graduate marketing initiatives at the University of Waterloo.
- **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.