

Job Description

Job Title:	Specialist, Digital Engagement
Department:	Marketing & Undergraduate Recruitment, Registrar's Office
Reports To:	Manager, Marketing & Communications Strategy
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	July 2017

Primary Purpose

The Specialist, Digital Engagement is a thought-leader and highly capable creator of digital communications, responsible for email campaigns, social media engagement, and content marketing initiatives to recruit prospective undergraduate students to the University of Waterloo.

Accountable for planning, creating, delivering and evaluating all aspects of digital campaigns, this role will oversee undergraduate recruitment's digital media strategy and execution. Playing a leadership role in how undergraduate recruitment at University of Waterloo looks, sounds, and engages with its audiences across all digital platforms – while remaining consistent and complimentary with the overall University brand strategy.

As a key member of the Marketing & Undergraduate Recruitment (MUR) integrated marketing and communications team, this role requires expertise in marketing, advertising, and public relations with extensive technical experience and depth of knowledge in the technologies used in digital marketing (e.g. social media platforms, Google Analytics, campaign email and customer relationship management software, Hootsuite, Adobe Creative Suite, and Apple hardware, etc.).

This role will require ongoing relationship building across all faculties and units, sharing social, email and content marketing best practices, moderating and managing the ongoing social conversations with varying undergraduate recruitment audiences, all while ensuring Waterloo is positioned as a post-secondary leader across all relevant media channels.

Key Accountabilities

Planning, Communication and Content Creation

- A key responsibility of the position will be to plan, develop, deliver and evaluate email, social and content marketing plans.
- Conduct research to identify MUR/client needs to assist in meeting the university's undergraduate recruitment objectives via digital communications activities.
- Define digital personas for target audiences, taking into consideration the marketing strategy of the University plus the different characteristics of audiences engaging with digital media versus traditional media channels.
- Conduct environmental scans and competitive analyses.
- Email and social content audits/inventories (including regular maintenance of MUR's campaign email and social media content calendars, campaign email process, training manuals, best practices).
- Competitive analyses of email approach at other universities/teen-focused businesses (e.g., messaging, design, platform, metrics, templates, visuals).

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- Evaluate the purpose and opportunity within existing social platforms (e.g., Instagram, Facebook, Snapchat, etc.) and be a studious student of emerging social platforms where our target audience may be gathering.
- Develop and implement social media listening strategies to identify key themes surfacing among defined audience segments and potential brand advocates.
- Create strategies to guide content marketing and communications design and development for MUR, its recruitment partners and revenue generating programs.
- Responsible for ensuring that MUR and Waterloo brand standards, messaging and style guides are adhered to in all digital communications related to the University of Waterloo.
- Support the creation, execution and evaluation of MUR's Search Engine Marketing (SEM) and social media advertising plan in partnership with MUR colleagues.
- Monitor and report on metrics for email, social, and digital media initiatives.
- Provide input and advice with respect to establishing budgets for projects and setting production schedules.
- Maintain an editorial calendar and cohesive strategy for email, social and content marketing initiatives and coordinate the use of Waterloo's central and Faculty accounts with key stakeholders.
- Engage the Waterloo and broader community through smart, strategic and timely communications to assist with the development and execution of combined content calendars.
- Write, build, edit and/or approve email campaigns and social posts (e.g., social posts/comments, live events, on- and off-campus events) that align with best practices.
- Monitor social engagement and engage/interact with prospective/future students when appropriate to support them throughout their journey in becoming a Waterloo student.
- Responsible for answering questions and managing online feedback forums, ensuring all @mentions and pertinent hashtags are replied to on social media channels.
- Author briefs (creative, procurement, and leadership approval) for the development of required assets.
- Work with photographers, videographers and writers to source, identify/repurpose stories for storytelling on digital platforms
- Ensure excellence and consistency in all email and social media communications.
- Support the delivery of key undergraduate student recruitment messages within email and social media produced by MUR and more broadly across campus.

Training and Support

- Provide training, support and materials for campus partners in:
 - Campaign email software tool (i.e., MailChimp)
 - Best practices: writing for digital platforms, email, social media
- Provide day-to-day leadership and guidance to colleagues within and outside of MUR.

Collaboration and Outreach

- Develop positive relationships within and among MUR and its primary stakeholders, and identify opportunities for internal collaboration and consultation with key departments such as University Relations, Student Success Office, Housing, Athletics, etc.
- Develop and build strong relationships and maintain a network with university colleagues involved in email campaigns and social media.

Other

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

Required Qualifications

Education

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

Experience

- 4+ years of experience in marketing and communications, specifically the areas of content marketing, digital marketing, marketing insights, and account management/client service
- 2+ years of experience in content creation for social media, web, video and email campaigns
- 2+ years of experience in project management
- Proven ability and experience in remaining engaged and knowledgeable of emerging media, including social media and video creation, and knowledge of social media trends, analytics, and technology popular among student audiences.
- Experience in website management and development, including an understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards, and testing

Knowledge/Skills/Abilities

- Essential: excellent written and oral communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Thorough command of the social media and digital world (from the evolving social web to mobile tools and trends); sophisticated client service and digital communications skills; high level of energy and passion with respect to this area of rapid change and innovation; experience in interactive, digital advertising and/or in a digital public relations agency.
- 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.
- Aptitude for translating technical concepts into simple language or visual schematics to facilitate the understanding of colleagues and leaders.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- 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.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Intermediate to advanced use of current digital management tools including:
 - HTML email campaign software platforms
 - Google Analytics Solutions
 - SEO tools (Moz)
 - Social Media (Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
 - Content Management Systems (Drupal)
 - Adobe Creative Suite
 - Project Management Software (Smartsheet)
 - Customer Relationship/Engagement Management Systems
 - Slack
 - Apple Pages // Microsoft Word
 - Apple Numbers // Microsoft Excel

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Nature and Scope

- **Contacts:** Internally, communicates with a wide range of departments and groups at all levels to deal with, influence, and motivate others in order to execute, integrate, and monitor a variety of email and digital communications strategies and to support the overall goals of MUR. Externally, provides clear written information for a variety of student audiences and project management with third-party vendors.
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for providing expert advice to MUR colleagues and for successfully implementing and ensuring the quality of MUR email and digital communications initiatives, some of which are mission critical.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all future student email and digital communications strategies, including organization of resources, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimum 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. Occasional extended times of standing and walking during campus wide events and promotions.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.