

Job Description

Job Title:	Marketing & Undergraduate Recruitment Specialist
Department:	Dean of Engineering
Reports To:	Associate Director, Marketing & Recruitment
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	October 2019

Primary Purpose

The Marketing & Recruitment Specialist will lead the effort to recruit and retain the country's top engineering undergraduate prospects, in alignment with Faculty of Engineering's strategic goals and objectives, employing best practice recruitment and enrollment management strategies and working in close association with the University's Marketing and Undergraduate Recruitment (M&UR) office and the Office of Admissions (Engineering).

The Specialist is accountable for the development and implementation of new program initiatives, best-in-class recruitment and retention strategies, and professional and effective public relations to serve students, parents, faculty, staff, alumni and the general public for the University of Waterloo's founding faculty, servicing more than 15 direct entry programs and managing a Student Ambassador team of 120+ students.

The Specialist is an enrollment management specialist, with an expertise in recruiting and content marketing. The specialist conducts research and analysis to inform the Faculty's undergraduate marketing and recruitment plan, key messages, resource allocation, and Faculty positioning; develops the Faculty's overall undergraduate marketing and recruitment plan (including print, web, new media, relationship building, and event strategies); and develops and writes strategic, student-centred undergraduate communications, such as print pieces and new media initiatives (e.g., social networking). The Specialist plays a key role in engaging and educating Faculty members, students, and alumni who play a key role in overall recruitment success.

Key Accountabilities

Enrollment Management

- Act as the Faculty's expert in enrollment management, specifically in recruiting students, and be knowledgeable in applying marketing and communication principles to undergraduate recruitment.
- Stay up-to-date through reading, research, and conferences on enrollment management principles, marketing and communications, and the most effective methods to recruit students to Engineering programs.
- Build relationships with Engineering stakeholders (faculty, staff, current students, and alumni) and educate on the Faculty's key value propositions and on the importance of a student-centred approach to recruitment.
- Attend undergraduate department planning meetings to inform, guide, and make recommendations as they relate to academic programming.

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- Participate in undergraduate recruitment events, such as but not limited to, the Ontario Universities' Fair and on-campus open houses to recruit and confirm students and to conduct qualitative research.
- Design, conduct and analyze research to inform the Faculty's undergraduate enrollment management initiatives and to inform the development and evaluation of the Faculty's undergraduate marketing and recruitment plan.
- Conduct quantitative and qualitative surveys, such as but not limited to, questionnaires, interviews, focus groups, secondary data analysis.
- Based on research make informed recommendations to guide faculty in achieving its enrollment and retention goals.
- Present research to Faculty stakeholders to gain buy-in for the Engineering's recruitment approach.

Undergraduate Student Recruitment

- Develop the Faculty's undergraduate marketing and recruitment plan in alignment with the Faculty's enrollment management goals and determine success with key metrics.
- Determine initiatives that commit to a student-centred approach, focusing on high-touch customer service and conversations.
- Apply Waterloo brand framework to strategy development.
- Leverage technology to achieve plan's objectives, including new media strategies (e.g., social networking) to engage in conversations.
- Develop strategies in such a way that messaging is customized and targeted to the stages of the enrollment management funnel.
- Create strategies that enable students to visualize their experience at Waterloo, both on campus and virtually.
- Work collaboratively with the team members in central Marketing & Undergraduate Recruitment who will provide support, expertise and resources to inform the plan.

Communications

- Using evidence-based research develops an integrated undergraduate communications plan, including the development of print, web, and new media strategies.
- Develop and implement a student-centred content strategy for the Faculty that integrates the Faculty's strategic marketing and recruitment plan with the University of Waterloo's undergraduate recruitment marketing plan.
- Develop and write all communications (i.e., print, web, new media) using the University's positioning framework and ensure that these initiatives reflect high-quality and innovation, and there is integration among all strategies.
- Develop an annual communications budget and monitor budget expenditures to ensure strategies are delivered on budget.

**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

- University undergraduate degree in communications or marketing or communications-related discipline.

Experience

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- At least 3 years of experience in a not-for-profit marketing and/or communications role, preferably in an educational setting.
- Experience development marketing and communication strategies for students.
- Knowledge of student recruitment marketing and enrollment management principles.
- Excellent writing abilities, including promotional writing focused at a student audience, with a demonstrated track record for success.
- A solid understanding of English grammar.
- Experience with a content management system and best practices for web writing.
- Familiarity with new media, including social media and video creation.
- Experience working with designers and photographers.
- Solid understanding and experience with quantitative and qualitative research and the ability to assess data to make informed recommendations.
- Ability to build consensus and foster teamwork among a variety of stakeholders.
- Excellent presentation abilities

Knowledge/Skills/Abilities

- The Specialist demonstrates a very high level of leadership, negotiating, and influencing skills within his/her Faculty, employing a student-centred approach to recruitment. Since marketing to a student population is ever changing, the Specialist has to be highly adaptable and committed to continuous improvements to the Faculty's marketing and recruitment plan and communication strategies; and must fully understand young peoples' and their parents' motivations as it relates to post-secondary studies. The Specialist must have excellent writing, presentation, and verbal communication skills, bring a strong team work ethic and collaborative approach to his/her work, be organized, and have well developed time management skills.

Nature and Scope

- **Contacts:** The Specialist deals with team members in Marketing & Undergraduate Recruitment, faculty members and co-workers within Engineering, and members from other departments to gather information for marketing and recruitment plan development and the development of specific communication recruitment strategies. The Specialist deals with prospective students/applicants, parents, discipline-specific teachers, UWaterloo alumni, employers.
- **Level of Responsibility:** The Specialist makes decisions related to creating an effective marketing and recruitment plan that is aligned with the Faculty's enrollment management goals; specifically, creation of goals, objectives, and deciding which strategies to include. The Specialist makes decisions related to creating specific communications strategies for undergraduate and graduate recruitment, the key messages which need to be included at the various stages of the enrollment management funnel, and how to effectively conduct research to measure impact and effectiveness. Decisions are made with regard to the type of research and analysis that needs to be conducted, effective interpretation of the findings, and actionable recommendations. The Specialist is responsible for developing and making the case for an annual budget and monitoring budget expenditures to ensure strategies are delivered within budget.
- **Decision-Making Authority:** The Specialist makes decisions related to creating the marketing and recruitment plan, the mix of communication strategies, and the content to be included in communication strategies while aligning the plan to the Faculty's overall enrollment management goals.
- **Physical and Sensory Demands:** Excellent attention to detail is required. The role requires exertion of physical or sensory effort resulting in moderate fatigue, strain, or risk of injury.

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- **Working Environment:** Occasional travel is required when participating in the Ontario Universities' Fair, off-campus meetings with alumni, etc., Regular working hours, occasional evening/weekend work required. Minimal exposure to disagreeable conditions.