

## Job Description

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<b>Job Title:</b>	Manager, Career Education Strategy and Communications
<b>Department:</b>	Centre for Career Action
<b>Reports To:</b>	Director, Centre for Career Action
<b>Jobs Reporting:</b>	Career Programming and Events Specialist
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	June 2021

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### **Primary Purpose**

The Career Education Strategy and Communications Manager is responsible for developing in collaboration with the Centre for Career Action leadership and key stakeholders an original, equity-informed career education strategy, and for overseeing its execution through inclusive, empowering programming and communications.

The incumbent is responsible for leading the strategic alignment of all CCA educational programming. The role enables this strategy to be intentionally inclusive of and highly relevant to a diverse client base. The Career Education Strategy and Communications Manager will build relationships with key stakeholders in order to collaborate effectively, building synergy and aligning programming, event, marketing and communication activities to support competing priorities and diverse group needs.

The Career Education Strategy and Communications Manager will develop and manage a multi-channel, integrated communications plan for the Centre for Career Action (CCA) in alignment with the Co-operative and Experiential Education (CEE) communications strategy. The incumbent will also oversee the creation of communications to meet various stakeholder requirements and reach a number of audiences, including students and employers.

CCA is a department housed within the portfolio reporting to the Associate Provost, Co-operative and Experiential Education (CEE).

### **Key Accountabilities**

**Collaborate with the Centre for Career Action's leadership team as well as internal and external partners to develop inclusive career education programming that fosters learner agency, resilience and well-being**

- Educate stakeholders on CCA's strategic priorities to foster learner well-being through supporting their development of a resilient sense of identity and purpose
- Leverage cross-campus relationships to influence alignment of programmatic offerings with Waterloo's and CEE's shared values around creating a sense of belonging and supporting diversity, equity, and inclusion
- Support the CCA's striving to root its communications and programming in person-centred, empowerment building approaches
- Identify strategic opportunities to align career education initiatives with the needs of University of Waterloo employers, in partnership with the Work-Learn Institute (WxL) and the Business Developers, Account Managers and Market Research Manager
- Identify strategic opportunities to collaborate with stakeholders on and co-create, as well as align and market, career education interventions for all CCA client groups (e.g., co-op and regular

## Job Description



students, graduate students and postdoctoral fellows, clients seeking further education, alumni, employees)

- Build and maintain relationships with a variety of internal and external stakeholders
- Identify creative ways to educate stakeholders on the value and purpose of career education
- Leverage industry relationships to promote labour market sharing across the department
- Collaborate with campus partners to co-create meaningful career education opportunities including but not limited to MUR, Co-operative Education, WIL Programs, Advancement, Housing, SSO and the six faculties

### **Develop the Centre for Career Action's original career education voice within the post-secondary landscape and leverage its programming strategy through effective and strategic communications**

- Manage development of creative brand direction for all communication materials for programming across the Centre for Career Action through consultation and direction from the Managers, Centre for Career Action and Manager, Strategic Communications to ensure: (1) alignment with the distinct career experiences of various client groups, (2) compliance with overall UWaterloo branding guidelines and (3) consistent branding across the Co-operative and Experiential Education portfolio and Waterloo overall
- Liaise with the Manager, Digital Experience, oversee management of the CCA website and digital experience within the overall CEE digital experience communications strategy
- Educate colleagues to manage CCA social media accounts. Ensure these accounts contribute effectively to the overall online community and adhere to the brand. In consultation with the Digital Experience Manager, execute an integrated content strategy – including a comprehensive content calendar for Facebook, Twitter, YouTube, Instagram and any other emerging/relevant platforms
- Manage CCA social media feeds; Facebook, Twitter, Instagram, YouTube, and ensure a presence on new platforms by keeping abreast of emerging social media platforms and trends
- Consult with the Manager, Digital Experience on projects involving paid online media search engine marketing, digital partnerships, etc.

### **Provide strategic programming oversight for Career Education activities**

- Engage the Career Advisor team in the development and review of termly offerings; identify opportunities to build programming that is relevant to diverse lived experiences and assess gaps in program delivery and work to mitigate them
- Provide strategic oversight for annual fairs and conferences (e.g. Volunteer Fair; Health Careers Conference) and oversee the provision of effective communications support for these
- Oversee the execution of untraditional/high-tech career education activities (e.g. webinars; Reddit AMAs; WeChat events; networking meetups, etc.)
- Coach and support the Career Programming and Events Specialist, as well as co-op student staff and colleagues on strategic communications connected to the planning and logistics for all workshops, panels, fairs and events (online and in person)
- Advise the Centre for Career Action management team on opportunities to package programmatic offerings to better meet client needs and increase operational efficiencies
- Engage the Centre for Career Action's Business Process Analyst in the evaluation of career education activities (panels, webinars, fairs, etc.)

### **Contribute to a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles; CEE's vision, mission and values; and CCA's priorities**

- Provide strategic partnership to the CCA Director, Managers, and Business Process Analyst to support the unit's leadership goals to support diversity, equity, inclusion and inhabit an anti-oppressive, trauma-informed space

## Job Description



- Provide mentorship to Career Advisors and support staff to be successful in their roles
- Recruit, hire, train, supervise, and coach the Career Programming and Events Specialist to assure their growth and development
- Create opportunities for high levels of communication and collaboration within CCA and with the Communications and Marketing team, Co-operative and Experiential Education and the University overall

*\*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 degree or equivalent experience required. Master's or equivalent in a related field (e.g., higher education, adult education, or communication) strongly preferred

#### **Experience**

- Five years of experience in higher education with experience in a career advisor or career-related role preferred
- Proven experience developing educational programming in a postsecondary environment
- Demonstrated experience designing interventions that support the holistic needs of under-represented groups
- Demonstrated experience in communications, marketing communications and social media

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

- Knowledge of the undergraduate student life cycle, graduate student life cycle, further education cycle and co-op student life cycle, respectively, and ability to distinguish the differing needs of clientele
- Knowledge of career development theory and ability to apply career concepts to communications, resources and events
- Effective interpersonal, presentation, facilitation and written communication skills
- Ability to quickly produce and distribute quality, thoughtful, creative and engaging content
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis
- Demonstrated ability to work individually and collaboratively as part of a dynamic team
- Proven ability to take initiative and be both creative and flexible
- Strong critical thinking, judgement and decision-making skills
- Effective time management skills, ability to multitask, confidence in decision making under pressure
- Willing and available to work some evenings and weekends
- Positive energy and attitude a must
- Advanced skills in MS Word, Excel, PowerPoint and social media

### **Nature and Scope**

- **Contacts:** The incumbent works closely with all teams in the Centre for Career Action to ensure smooth delivery of programmatic offerings. The incumbent works and consults closely at times with the Communications, Engagement and Digital Experience team, as well as regularly with co-workers across the broad Cooperative and Experiential Education (CEE) portfolio. The incumbent consults and seeks overarching strategic CEE-wide communications direction from the Manager, Strategic

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Communications and the Digital Experience Manager. They work closely with students, staff and faculty across the University to ensure a coordinated and integrated approach to program development delivery and communications. Externally, the position interacts with the broader community on a global basis and represents CCA as the face of social media at key events.

- **Level of Responsibility:** The Career Education Strategy and Communications Manager performs specialized work with minimal supervision and supervises direct reports. The incumbent is an active participant in the CEE Management team and plays a key role in Centre for Career Action operations. The incumbent leads a communications and programming team. The Manager, Career Education Strategy and Communications is accountable to a budget and tracks each expense in detail. The incumbent will use their proven ability, experience and understanding of integrated marketing and programming strategies to promote, protect and enhance CCA's and the University's reputation.
- **Decision-Making Authority:** With guidance from the Director, Centre for Career Action, the incumbent will use sound judgment and discretion in making content decisions on behalf of the institution. The incumbent is accountable for overseeing the implementation of programming and communications in alignment with the Centre for Career Action's goals and priorities. The Career Education Strategy and Communications Manager makes recommendations on partnerships with stakeholders in co-creating educational programming.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.