

Job Description

Job Title:	Manager, Marketing Outreach
Department:	Co-operative Education (CE)
Reports To:	Director, Employment Relations
Jobs Reporting:	Business Developer, Marketing Outreach Coordinator, Business Development Coordinator
Salary Grade:	USG 11
Effective Date:	July 2020

Primary Purpose

The Manager, Marketing Outreach plays a critical leadership role in achieving Co-operative Education's unit objectives to increase student employment through the recruitment of new employers. The incumbent is accountable for leading the development of the business development strategy specific to lead generation activities and lead management processes. The incumbent will create and implement integrated strategic marketing plans to increase relevant job postings with prospective employers nationally and work closely with the Regional Account Managers to create regional business development strategies.

Business Development is the greatest priority for this role. Approximately 60% of the incumbent's time will be spent leading, guiding, assessing and reporting on all of the activities from sales training and new employer marketing to lead management and conversion to student jobs.

The incumbent will build a solid understanding of the broader Co-operative and Experiential (CEE) team's strategic plan, strategies and tactics for industry engagement and recognition. They will ensure marketing campaigns and messages align with this direction and co-ordinate with the Employer Engagement Manager to ensure marketing material and events are shared and aligned where appropriate. The incumbent manages a budget allocated to business development and is accountable for monitoring the budget on a regular basis.

Key Accountabilities

Lead business development to support current or increased employment rate for all programs in Canada and internationally aligned with a business development strategy and plan and in partnership with the Employment Relations team

- Lead the business development team to create an overall business development strategy and a multi-year plan with an associated measurement framework and key performance indicators for business development activities and events
- Lead the development, management and measurement of the impact of targeted marketing approaches to enhance the quality of the leads pipeline and funnel
- Lead the direction and implementation of marketing plans, events and activities through data-driven decision-making in alignment with market research and areas of labour growth in Canada
- Identify business needs to improve processes
- Work closely with Regional Managers to support strategic job development plans and activities
Create program-specific job development plans to support identified academic programs at risk (Focus Programs)

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- Lead the development of the alumni relations strategy to deepen relationships between the alumni community and CE
- Achieve business development goals as set annually
- Deliver successful results based on annual employment targets

Develop and implementation of regional marketing plans and events to increase relevant job postings with prospective employers for CE

- The incumbent will build a solid understanding of the broader Co-operative and Experiential (CEE) team's strategic plan, strategies and tactics for industry engagement and recognition. They will ensure marketing campaigns and messages align with this direction and leverage CEE wide branding material. They will co-ordinate with the Employer Engagement Manager to ensure marketing events leveraged across the portfolio when appropriate.
- Develop program and industry specific inbound and outbound marketing campaigns and integrated activities
- Develop, implement and assess the outcomes of events plan with over 50 annual industry conferences, tradeshows and sponsorships to engage with prospective employers across Canada and the United States.
- Oversee the logistics and bookings, staffing and the overall representation of CE, CEE and the University of Waterloo to leverage the UWaterloo brand and reputation.
- Create a measurement framework for initiative to assess success and areas for improvement
- Create reports to share information about each initiative
- Define the market research requirements and work with Manager, Data Analysis Reporting and Research target marketing initiatives effectively
- Work in partnership with the Manager, Strategic Communications to design and deliver innovative, branded campaigns, presentations and sales and marketing materials online and in other media.

Increase the effectiveness, productivity and efficiency of business development, marketing, sales and outreach practices and processes. Ensure consistency of practice across CE.

- Ensure practices and processes are documented clearly and shared with appropriate individuals and teams
- Review practices and processes to assess effectiveness and efficiency and establish ongoing feedback opportunities to evaluate success
- Explore and implement technology, processes and practices that can improve productivity and effective use of time, budget and team members
- Develop training for staff members to create consistent practice and processes
- Lead the team's annual planning process, assess and share performance expectations and results

Lead and manage a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles and CEEs vision, mission and values and principles

- Support staff to be successful in their roles
- Support team-building within the team and within CE
- Create opportunities for high levels of communication and collaboration within the Marketing Outreach team and teams across the CEE portfolio 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

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Education

- University undergraduate degree in communications, marketing, business, social sciences, or related discipline

Experience

- At least 10 years of experience in a marketing, account management or business development role
- 7 or more years of inbound and outbound marketing experience

Knowledge/Skills/Abilities

- Excellent verbal, written, presentation and editing communication skills including a strong knowledge of new and emerging marketing technologies and channels
- Proven skill in relationship management and achieving results using a collaborative, flexible approach
- Demonstrated high level of organization and ability to manage high volumes of activity and change
- Solid understanding, experience, and successful track record with sales and business development.
 - Experience with Customer lifecycle management
 - Inbound marketing
 - Outbound marketing
 - Sponsorship programs
 - Event management
 - Production processes for all media formats from print to digital media
 - Contact management systems
 - Lead management processes
- Strong understanding of the customer lifecycle and the applications to customer recruitment, retention and recognition
- Strong experience in leading employees within an integrated and collaborative team environment; a positive team approach to working with colleagues
- Advanced MS Word, Excel, PowerPoint
- Advanced understanding of social media tools

Nature and Scope

- **Contacts:** The incumbent will work closely with all teams within CE, all units across the CEE portfolio and will collaborate with several campus partners (Marketing and Undergraduate Recruitment, Advancement, Alumni, Research, etc). The Marketing Outreach Manager will work directly with employers, students and faculty members as required. The incumbent will also manage a broad range of external relationships with vendors, service providers and conference organizers, industry associations, consultants, etc
- **Level of Responsibility:** The Manager, Marketing Outreach is an active participant in the CEE Management team and plays a key role in Co-operative Education strategic planning. The incumbent leads a business development team based in regions across Canada. The Manager, Marketing Outreach is accountable to a budget and tracks each expense in detail.
- **Decision-Making Authority:** The Marketing Outreach Manager makes decisions related to the development and implementation of the business development plan and the marketing outreach plan. The incumbent is accountable for implementing the plans in alignment with Co-operative Education's business goals and priorities and the strategic marketing plan. The Manager makes decisions to secure vendor contracts for event venues and related items such as audio-visual services. The manager also manages the production of various activities and the related budget. The Manager, Marketing Outreach is expected to work with minimum daily supervision and is empowered to make critical decisions such as staffing and budget for the Marketing Outreach team.

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- **Physical and Sensory Demands:** The incumbent will work in a fast-paced environment with a number of daily interruptions such as email. This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury. Lifting and transportation of marketing materials and exhibit booth components, etc are a requirement of this role.
- **Working Environment:** This role involves moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. This role involves some travel, unusual hours or schedules due to event-driven deadlines, lack of control over work pace due to externally-driven deadlines, occasional irregular and/or high volumes and multiple and/or tight deadlines beyond one's control due to marketing project deadlines, and constant interruptions due to phone and email. There is a high degree of variability each day and often the work demands are not predictable and must be managed in a timely manner. Additionally, unplanned work requests and tight deadlines may be directed by senior leaders within Co-operative Education or within CEE and must be delivered on time and on budget. The Manager may experience deprivation caused by isolation due to working from a home office.