

## Job Description

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<b>Job Title:</b>	Manager, Digital Student Experience
<b>Department:</b>	Associate Provost Students Office
<b>Reports To:</b>	Director, Student Life Communications
<b>Jobs Reporting:</b>	Communications Project Manager, Wellness
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	February 2023

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### **Primary Purpose**

Reporting to the Director, Student Life Communications, the Manager, Digital Student Experience is responsible for the digital communications strategy across the Associate Provost, Students (APS) portfolio. The manager plays a critical leadership role in the strategic planning, development, execution and evaluation of the digital student experience and content strategies across the APS portfolio to enhance the University's reach, student engagement and elevate the student experience at Waterloo. These strategies will support integrated communications and collaboration efforts to help to achieve the University's goal of fostering a connected and supportive community. The manager is accountable for strategic communications initiatives to support and enhance the student experience while positively positioning the University and aligning closely with the Waterloo brand experience.

The Manager, Digital Student Experience has 5 primary areas of focus:

- Provide strategic leadership and direction to develop and uphold a consistent, industry-leading, cross-campus approach to communicating with students.
- Provide strategic oversight for the digital student experience at Waterloo.
- Manage, motivate and mentor staff.
- Develop communications strategy for Campus Wellness and provide oversight for implementation.
- Understand and apply current, relevant market research and institutional knowledge.

### **Key Accountabilities**

#### **Provide strategic leadership and direction to develop and uphold a consistent, industry-leading, cross-campus approach to communicating with students.**

- Leads the creation and implementation of multi-unit, collaborative content strategy, bringing together marketing and communications teams from across the APS portfolio and beyond.
- Establishes and leads collaboration strategy with communications professionals across campus, including APS units, RO, GSPA, University Relations, the faculties, and other departments to ensure effective student experience outcomes, based on communications expertise.
- Plays a crucial leadership role in integrating and aligning digital communications with the University Relations communications and brand team on student-facing communications.
- Works closely with University Relations team on coordinated responses to issues management, often related to highly confidential and sensitive topics and situations.
- Leads the planning, development, implementation and assessment of diverse, multi-stakeholder integrated communications strategies across the APS portfolio.
- Conducts research and analysis to create effective research-based communications strategy, aligned with the University's strategic plan. This includes, but is not limited to, establishing goals and objectives, defining key messages, allocating resources, relationship-building, and operationalizing communications initiatives.

- Builds relationships with campus partners to integrate messages to students while positioning the UWaterloo Life communications team as the primary group on campus dedicated to and knowledgeable about the most effective ways of communicating with students.
- Represents the APS portfolio on a variety of cross-campus committees and panels (i.e., Web Steering Committee, Web Advisory Council, Communications Working Group, etc.)
- Responsible for developing effective solutions to problems that impact retention, for capitalizing on opportunities that help realize APS strategic priorities and goals, and for determining initiatives that support a student-centred approach, focusing on excellent client/customer service and conversations.
- Reports regularly on matters pertaining to student engagement and success, provides key information and data, and advises on matters pertaining to student communications.
- Works collaboratively with key external stakeholders including vendors, parents and families, and partners.

**Provide strategic oversight for the digital student experience at Waterloo.**

- Leads a digital experience strategy that encompasses stakeholder engagement and digital marketing to current students in close partnership with campus partners (i.e., RO, GSPA, SSO, Campus Wellness, etc.)
- Leads the strategy development for UWaterloolife digital presence, creating a channel framework that complements the content strategy and is informed by data on student needs and preference.
- Provide leadership to campus partners by sharing best practices for strategic digital engagement with students.
- Oversees the development of a content distribution network through social media, email and digital marketing channels and manages a digital content editorial calendar to increase effectiveness and collaboration across APS and the University.
- Leads the web architecture of the Digital Student experience site to deliver on the objectives of the Digital Student Experience strategy and monitors website content while bringing innovative ideas and solutions on the APS communications strategies
- Oversee development of crisp, compelling content for multiple audiences on current and emerging digital platforms and ensuring digital tactics are part of all integrated communications plans.
- Uses a collaborative, research-driven approach to direct student web presence. Assesses user needs, preferences, trends and usability as it relates to user experience.
- Leverages technology to achieve the objectives of the APS marketing and communications plans, including but not limited to the incorporation of digital strategies (e.g., social networking) to engage with students and support their personal and professional success.
- Gathers, analyzes and reports on data and analytics for web and social initiatives. Utilizes findings to drive future evidence-based approaches.
- Responsible for applying the UWaterloo brand and visual identity frameworks to all student communications strategies.

**Directs, motivates, mentors and manages a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles and the UWaterloo Life team's purpose**

- Hires, supervises, mentors and evaluates direct reports including the management of interview committees, candidate selection and related responsibilities.
- Leads team responsible for strategy, content, design, analytics and maintenance of social media outlets to leverage and manage digital resources strategically and ensure that the UWaterloo brand identity, reputations and messages are protected and presented consistently and effectively across all digital platforms.
- Leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results and establishes a strong foundation for performance through comprehensive training and goal setting.

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- Creates and maintains a collaborative and positive work environment.
- Leads professional staff to ensure the delivery of results in support of the APS portfolio goals and values as well as the University's strategic priorities.
- The Manager demonstrates a commitment to equity, diversity, inclusion and anti-racism through their leadership, management and operational practices.

### **Develop communications strategy for Campus Wellness and provide oversight for implementation.**

- Leads the development of communications strategy for Campus Wellness, addressing student, staff and faculty audiences.
- Works with the senior leadership team in Campus Wellness to understand strategic goals of the unit, as an input to communications strategy.
- Provide leadership and guidance to Communications Project Manager - Wellness on the implementation of the communications strategy, focused on translating strategy into tactical planning.
- Develop key performance indicators related to communications strategies for student, faculty and staff audiences.

### **Understand and apply current trends and best practices for communicating with student audiences.**

- Maintains an understanding of how the timing, tactics and nature of communication with students can influence the student experience and of new and developing strategies for effective communication.
- Ongoing management of the institutional profile and reputation with student audiences.
- Interprets the University's positioning and visual identity frameworks and ensures the effective positioning of the University to students and their families.
- Accountable for the safeguarding of the University's reputation through the identification, development, and delivery of new concepts and models along with well-tested, on brand, creative, innovative and high-quality approaches to marketing, communications, design, and student engagement.
- Sets measurable goals and regularly tracks and reports against goals as a means of determining effectiveness of digital marketing communications programs and creating recommendations for the full Communications, Engagement and Digital Experience team to ensure we are delivering on plan.

*\*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 in communications, business, or a related degree, Master's degree preferred
- Equivalent combination of education and experience will be considered

### **Experience**

- 8+ years of experience in a communication and/or marketing role including:
  - 2+ years of experience and knowledge in digital communications leadership, preferably in higher education
  - 2+ years of experience with web, social media, video and email campaigns
  - 2+ years managing/leading professional staff team
  - Experience and knowledge of web information architecture, UI/UX design principles

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Experience and knowledge of accessibility requirements (AODA) and Canadian Anti-Spam Legislation (CASL)

- A record of and commitment to participating in ongoing learning and engagement in the areas of equity, diversity, inclusion, anti-racism and accessibility. Demonstrated experience applying this learning to their work and leadership practice.

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

- Advanced: MS Office suite of products (Word, Excel, PowerPoint) or Mac equivalents
- Advanced: web content management system (WCMS – Drupal)
- Advanced: social media platforms and tools (Socialbakers, Hootsuite)
- Advanced: email marketing campaign and distribution platforms (MailChimp)
- Advanced: web-based project management platforms (Smartsheet, Airtable)
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities. Strong communication skills – oral and written
- Strong organizational skills
- Effective time management skills
- Effective relationship-builder/collaborator
- Demonstrates a commitment to equity, diversity, inclusion and anti-racism through their leadership, management and operational practices

### **Nature and Scope**

- **Contacts:** Internally, contact with colleagues in the APS portfolio and across campus, senior management, faculty and instructors, students and their families. Externally, some interaction with partners, vendors, and the general public (i.e., at events).
- **Level of Responsibility:** Staff management, responsible for the effective delivery of key communications strategy and programs supporting the APS strategic priorities and the University's strategic plan, including accurate representation of the Waterloo brand and the University across web and social media.
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities and of the role; expectation to consult with Director, Student Life Communications for decisions outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses.
- **Working Environment:** Located in a comfortable indoor office area; location may change within campus; minimal exposure to disagreeable conditions typical of a supervisory position, one where it may be occasionally necessary to convey negative or unwelcome information to students or staff.