

## Job Description

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<b>Job Title:</b>	Specialist, Marketing
<b>Department:</b>	Housing & Residences
<b>Reports To:</b>	Manager, Marketing and Communications
<b>Jobs Reporting:</b>	Student staff
<b>Salary Grade:</b>	8
<b>Effective Date:</b>	November 1, 2017

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### **Primary Purpose**

The Marketing Specialist is responsible for the research, development, co-ordination and promotion of Housing & Residences to current and prospective students. The incumbent identifies, develops and recommends the marketing plans for all units within the department. This role creates, implements monitors and measures marketing initiatives to achieve the Housing & Residences objectives and goals.

### **Key Accountabilities**

#### **Plan, develop, deliver and evaluate marketing programs**

- Develops evidence-based marketing communications plans each term
- Creates and executes plans that ensure a consistent approach to promoting residences, aiming for full residence occupancy each term
- Ensures marketing strategies are incorporated into all media, including web and print marketing
- Monitors and evaluates the effectiveness of marketing tactics by designing and leading virtual and face-to-face feedback processes
- Creates and maintains ongoing promotion and marketing initiatives (print, web and photography) for current and prospective students
- Recommends improvements and initiatives to keep marketing strategies and promotions fresh and competitive

#### **Provide marketing support to all units of Housing & Residences**

- Collaborates with department peers to build partnerships and working relationships
- Attends Housing & Residences team meetings to understand their marketing needs
- Provides marketing support as required
- Works closely with peers to ensure an integrated and consolidated marketing approach to content development and delivery
- Educates staff on the University's branding and marketing approaches to ensure consistent messages across the department
- Develops and fosters relationships with key student leaders to better understand students' needs and to grow demand for living on campus
- Provides back-up support to the Specialist, Communications

#### **Recruit and lead student staff**

- Leads and educates students who are part of the Marketing Advisory Board (MAB) and the right FIT Promotions Team, by mentoring and guiding a new student group each term
- Designs and implements an effective recruitment plan for both groups (MAB and right FIT Promotions Team)
- Develops, facilitates and evaluates feedback sessions to meet program goals
- Develops and follows a MAB plan to shape future marketing approaches

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- Recruits and leads the right FIT Promotions Team plan with clear goals and measures to ensure team effectiveness
- Guides and coaches the right FIT Promotions Team as they assist with promotions and events
- Creates and coordinates opportunities to use student group recommendations

### **Use research to develop evidence-based plans**

- Understands the competitive housing landscape by researching local student housing options and promotions
- Completes market research, as required, to help create evidence-based marketing plans
- Identifies monitors and completes data analysis on University Residence trends that surround student housing
- Utilizes student staff groups for research and for insight into marketing pieces that directly influence future decisions

## **Required Qualifications**

### **Education**

University undergraduate degree in Business, Marketing or equivalent post-secondary degree and experience

### **Experience**

- 3-5 years of demonstrated marketing experience, ideally in an educational setting or in the hotel/hospitality industry
- Experience working with student staff is an asset
- Experience with current social media channels and trends
- Proficiency using marketing tactics in promotions, communications and programs
- Project leadership experience
- Previous experience working successfully in a collaborative team environment

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

- Understanding of student demographic, preferences and needs
- Critical-thinking and analytical skills
- Advanced knowledge of processing, presentation and spreadsheet software
- Excellent marketing planning skills
- Digital and social media experience
- Intermediate web/online competence
- Experience with planning tools
- Strong organizational and project management skills
- Excellent interpersonal skills
- Ability to work independently, handle multiple tasks, set and meet deadlines and adjust to changing needs
- Working knowledge of current analytic software to analyze marketing trends

## **Nature and Scope**

- **Contacts:** The Marketing Specialist has a direct impact on the mandate and successful implementation of Housing & Residences target achievement. The incumbent establishes strong professional working relationships with Housing & Residences staff and our on-campus, frontline staff partners. The position communicates, collaborates with and supports student focus groups and key advisory groups.

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- **Level of Responsibility:** . This job involves specialized work with minimal supervision. Responsibility varies from closely- supervising production of content to deciding about the creation, implementation and measurement of marketing plans.
  - **Decision-Making Authority:** This position contributes to and executes the marketing plan, ensuring compliance with University, department, and marketing practices and policies. The incumbent reports significant trends, shifts or abnormalities to their supervisor for advisement and/or policy and process change consideration.
  - **Physical and Sensory Demands:** This role involves minimal demands, typical of a position within an office environment. The position requires periods of extensive sitting and concentrated use of visual senses.
  - **Working Environment:** This job involves minimal exposure to disagreeable conditions (stress and pressure) typical of work associated with specialized positions. Occasional work outside the normal operating hours of the University of Waterloo may be expected.