

Job Description

Job Title:	Graduate Recruitment Officer
Department:	Dean of Arts Office
Reports To:	Communications Manager
Jobs Reporting:	None or co-op student employees
Salary Grade:	USG 9
Effective Date:	February 2018

Primary Purpose

The Graduate Recruitment Officer is responsible for strategic marketing and communications to attract and retain the best students who will succeed in our distinctive programs and to help ensure the Faculty meets annual graduate enrollment targets. The incumbent conducts research and analysis to inform Faculty strategy and program-specific tactics that will distinguish and clearly position Waterloo Arts graduate studies. In addition, the incumbent is responsible for content creation for various channels and do serve various communications and marketing objectives. Working in close consultation with the Associate Dean, Graduate Studies, Arts graduate program officers, and communications/recruitment colleagues, the role is also responsible for engaging and facilitating faculty, staff, students, and alumni in their roles relevant to graduate recruitment.

Key Accountabilities

Marketing planning and strategy

- Develops, advises on, and implements the Faculty graduate recruitment strategy, with particular attention to customized tactics for individual programs.
- Researches and identifies the most effective digital media channels to reach prospective students for our various programs, including social media engagement and advertising.
- Ensures alignment of recruitment marketing with Arts and University branding, in collaboration with communications and recruitment colleagues in the Faculty and in Graduate Studies and Postdoctoral Affairs.

Content development, creation, and implementation

- Maintains Arts faculty-level graduate webpages; ensures accuracy in program descriptions and details across all communication channels, including department webpages, and in the Graduate Studies Calendar.
- Identifies and produces student, professor, employer, alumni and other appropriate testimonial stories in liaison with the academic units to create customized content to support a variety of research areas.
- Produces highly engaging content for relevant websites, such as student and alumni profiles, including written stories, photography, and video.
- Develops, coordinates and writes/edits program print materials; manages design, review, and approval and print processes.

Knowledge, research, and consultation

- Develops and maintains up-to-date knowledge of the Faculty of Arts masters and doctoral programs across the disciplines, particularly regarding their respective competitive and distinguishing features.
- Develops and maintains general knowledge of graduate admissions process; internal and external graduate funding sources; University policies and procedures as they relate to graduate student experience.

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- Based on research, maintains an understanding of the characteristics and motivations of current prospective graduate students, including at their needs/expectations during the stages of enrolment management.
- Maintains awareness of evolving post-graduation career options, particularly in non-academic fields, in order to leverage examples for recruitment and marketing purposes.
- Consults with Arts' graduate program constituents, including the Associate Dean, Graduate Studies, graduate programs' associate chairs, administrative coordinators, current graduate students.
- Reviews and coordinates best practices and University-wide branding for graduate studies with the Manager, Graduate Marketing and Recruitment in the office of Graduate Studies and Postdoctoral Affairs, as well as with recruitment counterparts in other faculties.
- Attends meetings and program activities/events as appropriate to ensure currency of knowledge and to leverage events for graduate promotion content.
- In consultation and coordination with key partners (mentioned above), develop and distribute surveys and other analytical tools.
- Analyzes, shares, and discusses results with partners; determines recruitment strategy/tactic refinements based on data and other evidence.

Budget planning and distribution

- Manages graduate recruitment budget, including equitable distribution of funds for individual program initiatives based on annual prioritization agreed upon with Associate Dean, Graduate Studies.
- Using data and other relevant measures, assess return on investment regarding recruitment tactics, particularly with regard to time- and cost-effectiveness.

Communications support

- Collaborates, supports, and provides backup on various Arts and University communication initiatives, either directly or indirectly related to graduate recruitment.

Required Qualifications

If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education

- University degree, preferably in a field related to communications and marketing (e.g., English, communication studies, marketing, media studies); graduate degree strongly preferred.

Experience

- Communications and/or marketing professional with demonstrable working knowledge of digital communications tools. Previous work experience in a post-secondary institution is required; experience studying and/or working within graduate studies is a strong asset.

Knowledge/Skills/Abilities

- Proven excellent writing, editing, and proofreading skills
- Experience developing marketing plans based on research and data analysis
- Strong sense of design and creative choices to support brand and messaging
- Experience interviewing subjects, consulting with experts, research and sourcing information
- Ability to engage professionally with diverse groups, particularly faculty members, staff, and students
- Creative and critical thinking, as well as problem-solving skills
- Experience working or studying within the post-secondary humanities and social sciences disciplines
- Experience and creative abilities with photography and video production is an asset
- Experience building and maintaining a strategic social media engagement plan

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- Knowledgeable in the design of surveys; ability to analyze and report on results
- Experience using various digital marketing tools such as Google Analytics, Google Adwords, Facebook ads
- Proven collaborative as well as independent work habits
- Workflow and prioritization skills to manage multiple deadlines
- Experience in event planning and execution

Nature and Scope

- **Contacts:** Communications Manager, Graduate Officers, Associate Dean of Graduate Studies, Graduate Studies Office staff, Arts faculty members and students, alumni, Arts admin assistants/coordinators, recruitment and communications partners campus-wide, contracted service providers, co-op students.
- **Level of Responsibility:** : Initiates, leads and project manages marketing and recruitment strategies that directly contribute to meeting Arts graduate program enrollment goals and the achievement of institutional enrolment management, retention, and revenue goals.
- **Decision-Making Authority:** Regularly makes decisions regarding most effective strategies and operationalization for Arts recruitment and communications plans and program-specific tactics, including market research and analysis, collaboration and consultation, and budget allocation and distribution. Exerts positive influence on partners and stakeholders. Manages procurement and temporary hires
- **Physical and Sensory Demands:** moderate distractions of an office environment
- **Working Environment:** Primarily office-based, long hours at a computer; various cross-campus meetings and interviews; some on-site event coordination, photography and video work, either on campus or locally off-campus