

## Job Description



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<b>Job Title:</b>	Student Systems and Data Integration Manager
<b>Department:</b>	Student Success Office
<b>Reports To:</b>	Director, Student Life Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	August 2021

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### **Primary Purpose**

Reporting to the Director, Student Life Communications, the Student Systems and Data Integration Manager is responsible for the strategic planning, successful execution and effective management of integrated data sources within student systems in the APS Portfolio. The manager plays a critical leadership role in strategic planning, development, evolution and evaluation of UWaterloo Portal and its student engagement initiatives aligning with the strategic priorities and goals of the APS portfolio. The manager will work to enhance the student experience through online systems, positively positioning the University and aligning closely with the Waterloo brand experience.

### **Key Accountabilities**

#### **Provide strategic oversight and management of UWaterloo Portal**

- Work in conjunction with IST management to create long term UWaterloo Portal strategy and high-level roadmap that aligns with the APS and IST strategy
- Research, develop and maintain annual plans for UWaterloo Portal development features based on stakeholder requests, student needs, and feedback.
- Set timelines, work back schedules, milestones, and progress meetings. Report regularly on project goals and status to key stakeholders and APS management team.
- Adjust and evolve project plans at key milestones to ensure progress.
- Develop long and short-term build requirements and schedule roll out plans with support from the Manager, Student Engagement and Strategic Communications.
- Engage with key campus partners to communicate strategic content and emergency notifications (collaborates with University Relations, Office of the President, RO, GSPA, etc.).
- Assess needs and demands from campus partners and manage prioritization of content development to ensure ongoing trajectory of success.
- Lead data input strategy in collaboration with campus partners and data stewards to ensure campus data is available for Portal use and development.
- Manage privacy and security assessment protocols, in consultation with the Secretariat's Office and IST Security.
- Lead group of campus-wide, senior-level stakeholders to develop effective Portal governance strategies and implementation.
- Manage and report on progress, roadblocks and risks, to the UWaterloo Portal Steering Committee and other committees as appropriate.
- The Manager demonstrates a commitment to equity, diversity, inclusion and anti-racism through their leadership, management and operational practices.

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### **Research, plan and implement student engagement programs**

- Research, develop and maintain annual plans for Portal student engagement including boothing, hackathons, and in-app feedback mechanisms.
- Under the direction of the Director, Student Communications, and in collaboration with the Manager, Student Engagement and Strategic Communications, plan termly student engagement opportunities. Seek feedback from students and assess initiatives to inform future planning.
- Share data and insights with the APS team and campus partners in a variety of formats and channels.
- Hire, coach and schedule student engagement support staff for boothing and other outreach opportunities.

### **Liaise between APS and IST to set and manage priorities**

- Set termly priorities for features and enhancements of Portal, using the strategic plan, roadmap and data-driven, student-centric research.
- Collaborate with IST managers and developers to manage priorities and build requirements, adhering to development calendar and work back schedules.
- Assist university stakeholders with understanding student needs, technologies and focus areas which translate into the success of supported online platforms and applications.
- Maintain a strong focus on UI/UX to adapt to continuous changes in emerging platforms, technology and trends.

### **Lead an active and comprehensive community management strategy**

- Safeguard the University's reputation through the management and execution of crisis communications through Portal.
- Lead the support strategy for the needs of the 40,000+ UWaterloo Portal community of users
- Manage ongoing consultation with the community to continuously engage Portal users, ensuring student needs and priorities are met.
- Provide guidance and expertise on how to enhance UWaterloo Portal for additional audiences (i.e., faculty, staff, alumni).

### **Maintain a strong understanding of current trends and best practices for communicating with and engaging student audiences**

- Maintain clear understanding of student audience technologies, trends and communication preferences with respect to receiving and sharing information and translate into tactics for enhancing just-in-time message delivery.
- Collaborate with APS colleagues and campus partners to understand emerging student needs and requirements.
- Maintain strong understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus.
- Maintain awareness of current department and campus-wide initiatives, best practices at other universities and current research focusing on student engagement.

*\*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

- Bachelor's degree in related discipline and/or diploma in program/project management
- Professional Project Management Certificate is an asset
- Equivalent combination of education and experience will be considered

### Experience

- 5+ years of experience in a technology project or program management role, preferably in higher education including:
  - 2+ years of experience in mobile app or web app project work
  - 2+ years of experience in project management
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.
- Experience and knowledge of web mobile app UI/UX design principles
- Experience and knowledge of accessibility requirements (AODA) and Canadian Anti-Spam Legislation (CASL)
- Experience writing copy for a student audience
- Experience engaging with student in person, via email, social media, and digital platforms
- Experience with Lean/Six Sigma methodology an asset

### Knowledge/Skills/Abilities

- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Intermediate: email marketing campaign and distribution platforms (MailChimp)
- Intermediate: web content management system (WCMS – Drupal)
- Advanced: web-based project management platforms (Smartsheet)
- Intermediate: social media platforms and tools (Hootsuite)
- Advanced project management skills
- Strong communication skills – both oral and written
- Strong organizational skills
- Effective time management skills
- A continuous improvement mindset is an asset.

### Nature and Scope

- **Contacts:** Internally, communicates with colleagues within the APS portfolio and key stakeholders from across campus; direct contact with student audiences through engagement programs in person and online; some external contact with vendors, families, and the general public through events.
- **Level of Responsibility:** Manages strategic direction for high-profile campus mobile app and website. Responsible for ensuring the successful implementation of student engagement initiatives.
- **Decision-Making Authority:** Makes daily decisions about projects and initiatives within the responsibilities of the role, directing the focus and scope of projects; determines the optimal course of action to solve problems, and exerts a positive and at times persuasive influence on campus stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of an office position. May require continuous standing and carrying equipment and supplies for student bothing and other student engagement events.
- **Working Environment:** Mostly office-based work with some on-campus event-based work. On occasion, work outside of normal business hours may be required.