

Job Description

Job Title:	Digital Engagement Specialist,
Department:	Co-operative Education, Co-operative and Experiential Education
Reports To:	Manager, Digital Experience
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	June 2019

Primary Purpose

The Specialist, Digital Engagement is a thought-leader and highly capable creator of digital communications, responsible for email campaigns, social media engagement, and content marketing initiatives to recruit employers to hire co-operative education students from the University of Waterloo.

Reporting to the Manager, Digital experience, this role is accountable for creating, delivering and evaluating all aspects of digital campaigns, this role will develop co-operative education's employer recruitment digital media strategy and execution, with a focus on increasing the number of first work-term hires. The incumbent plays a critical role in how employer business development at University of Waterloo looks, sounds, and engages with its audiences across all digital platforms – while remaining consistent and complimentary with the overall University brand strategy.

As a key member of the Co-operative Education (CEE) communications and marketing team, this role requires expertise in marketing, advertising, and public relations with extensive technical experience and depth of knowledge in the technologies used in digital marketing (e.g. social media platforms, Google Analytics, campaign email and customer relationship management software, Hootsuite, Adobe Creative Suite, and Apple hardware, etc.).

This role will require ongoing relationship building across all teams in CEE, sharing social, email and content marketing best practices, moderating and managing the ongoing social conversations with varying employer audiences, all while ensuring Waterloo is positioned as a post-secondary leader across all relevant media channels.

Key Accountabilities

Planning, Communication and Content Creation

- Works closely with the Manager, Digital experience to plan, develop, deliver and evaluate email, social and content marketing plans.
- Conduct research to identify CEE/client needs to assist in meeting the university's employer recruitment objectives via digital communications activities.
- Define digital personas for target audiences, taking into consideration the marketing strategy of the University plus the different characteristics of audiences engaging with digital media versus traditional media channels.
- Conduct environmental scans and competitive analyses.

- Email and social content audits/inventories (including regular maintenance of CEE campaign emails and social media content calendars, campaign email process, training manuals, best practices).
- Competitive analyses of email approach at other universities and lead-conversion business models (e.g., messaging, design, platform, metrics, templates, visuals).
- Evaluate the purpose and opportunity within existing and emerging social platforms
- Develop and implement social media listening strategies to identify key themes surfacing among defined audience segments and potential brand advocates.
- Create strategies to guide content marketing and communications design and development for CEE, its recruitment partners and revenue generating programs.
- Responsible for ensuring that CEE and Waterloo brand standards, messaging and style guides are adhered to in all digital communications related to the University of Waterloo.
- Support the creation, execution and evaluation of a Search Engine Marketing (SEM) and social media advertising plan.
- Monitor and report on metrics for email, social, and digital media initiatives.
- Provide input and advice with respect to establishing budgets for projects and setting production schedules.
- Maintain an editorial calendar and cohesive strategy for email, social and content marketing initiatives and coordinate the use of Waterloo's central and CEE accounts with keystakeholders.
- Engage the Waterloo and broader community through smart, strategic and timely communications to assist with the development and execution of combined content calendars.
- Write, build, edit and/or approve email campaigns and social posts (e.g., social posts/comments, live events, on- and off-campus events) that align with best practices.
- Monitor social engagement and engage/interact with prospective/future employers when appropriate to support them throughout their journey in becoming a Waterloo employer.
- Responsible for answering questions and managing online feedback forums, ensuring all @mentions and pertinent hashtags are replied to on social media channels.
- Author briefs (creative, procurement, and leadership approval) for the development of required assets.
- Work with photographers, videographers and writers to source, identify/repurpose stories for storytelling on digital platforms
- Ensure excellence and consistency in all email and social media communications.
- Support the delivery of key employer recruitment messages within email and social media produced by CE and more broadly across campus.

Training and Support

- Provide training, support and materials for campus partners in:
 - Campaign email software tool (i.e., MailChimp)
 - Best practices: writing for digital platforms, email, social media
- Provide day-to-day leadership and guidance to colleagues within and outside of CE.

Collaboration and Outreach

- Develop positive relationships within and among CE and its primary stakeholders, and identify opportunities for internal collaboration and consultation with key departments such as University Relations, etc.
- Develop and build strong relationships and maintain a network with university colleagues involved in email campaigns and social media.

Other

- Participate in CE recruitment events and in the administration of specific department-wide responsibilities, including tradeshows, employer recognition sessions, employer panels, and such other general and specific duties as may from time to time be determined.

Required Qualifications

Education

- University degree in business, communications, advertising, marketing, media studies, or equivalent combination of education and experience.

Experience

- 4+ years of experience in marketing and communications, specifically the areas of content marketing, digital marketing, marketing insights, and account management/client service
- 2+ years of experience in content creation for social media, web, video and email campaigns
- 2+ years of experience in project management
- Proven ability and experience in remaining engaged and knowledgeable of emerging media, including social media and video creation, and knowledge of social media trends, analytics, and technology popular among employer audiences.
- Experience in website management and development, including an understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards, and testing

Knowledge/Skills/Abilities

- Essential: excellent written and oral communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Thorough command of the social media and digital world (from the evolving social web to mobile tools and trends); sophisticated client service and digital communications skills; high level of energy and passion with respect to this area of rapid change and innovation; experience in interactive, digital advertising and/or in a digital public relations agency.
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e., AODA and Canadian Anti-Spam Legislation [CASL]), and testing.
- Aptitude for translating technical concepts into simple language or visual schematics to facilitate the understanding of colleagues and leaders.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.

Intermediate to advanced use of current digital management tools including:

- HTML email campaign software platforms
- Google Analytics Solutions
- SEO tools
- Social Media (Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
- Content Management Systems (Drupal)

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- Adobe Creative Suite
- Customer Relationship/Engagement Management Systems
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint

Nature and Scope

- **Contacts:** Internally, communicates with a wide range of departments and groups at all levels to deal with, influence, and motivate others in order to execute, integrate, and monitor a variety of email and digital communications strategies and to support the overall goals of CEE. Externally, provides clear written information for a variety of audiences and project management with third-party vendors.
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for providing expert advice to CEE colleagues and for successfully implementing and ensuring the quality of CEE email and digital communications initiatives, some of which are mission critical.
- **Decision-Making Authority:** In consultation with the Manager, Digital experience, the Digital Engagement Specialist makes decisions about the most effective methods of operationalizing all future employer email and digital communications strategies, including organization of resources, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands, typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses. Occasional extended times of standing and walking during campus wide events and promotions.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside the normal operating hours of the institution and occasional travel.