

Job Description

Job Title:	Associate Director, Communications, Engagement & Digital Experience
Department:	Cooperative and Experiential Education (CEE)
Reports To:	Director, CEE Services
Jobs Reporting:	Employer Engagement Manager, Communications Manager, Digital Experience Manager
Salary Grade:	USG 13
Effective Date:	August 2020

Primary Purpose

The incumbent has three key areas of accountability across CEE to support the global leadership and reputation-building activities of the unit through management of the communications team, to support the engagement and recognition of employers and to further employers' brand-building opportunities and to develop and implement a digital experience plan for all of CEE stakeholders: students, employers, faculties, staff, government, cross-campus colleagues, and other institutions. Through those three core accountabilities, the incumbent also ensures strong collaboration across the entire Co-operative and Experiential (CEE) portfolio with Centre for Career Action, WIL Programs, Work-Learn Institute and Co-operative Education and with the Director, Strategic Initiatives and Brand. Strong relationships across the portfolio and the campus community are critical to the success of this role. Demonstrated leadership experience in coaching and overseeing managers is imperative in this role to effectively meet multiple priorities and shifting timelines.

Key Accountabilities

Build and enhance the profile and reputation of the CEE portfolio as a global leader

- Deepen strategic knowledge and develop an acute understanding of current messaging in support of the CEE strategic plan and key message platform and narrative for all stakeholders as directed by the Director, Strategic Initiatives and Brand.
- Direct and lead the team accountable for integrated communications planning to meet the institutional and department goals within the strategic plan and strategic initiatives.
- Provide support for CEE units as needed on unit specific communication needs such as the Future Ready Talent Framework, the Work-Learn Institute activities, and the Co-operative Education Annual Plan
- Lead the strategic development, design, maintenance and enhancement of multiple websites across CEE to maximize their effectiveness as communications channels in serving our multiple stakeholders including students, employers, campus partners, prospective students, prospective employers and the general public
- In collaboration with the Director, Strategic Initiatives and Brand, represent CEE's voice and position in print, online and social media, and facilitate conversations that enhance Waterloo's reputation and are of value to key local, national and international audiences and stakeholders

Direct the development and implementation of a comprehensive employer engagement plan and recognition framework in alignment with CEE's strategic plan, goals and unit plans to support employer retention and growth.

- Oversee the development, implementation, measurement and ongoing enhancement of the employer engagement plan to connect with all employer audiences inclusive of both co-op and WIL employers.

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- Develop and lead the implementation of an employer recognition framework and related activities as an integral part of the employer engagement strategy
- Provide guidance to the development and implementation of employer events, campaigns, activities and materials to attract to retain, grow and engage our existing employer base. These could include employer panels, webinars, peer-to-peer meetings, online discussion forums, etc.
- Oversee the coordination of the on-campus employer experience by connecting with units across CEE to ensure broad and diverse employer engagement, high-quality of experience and to enable employers to have multiple ways to build their profile with students.

Lead the digital experience strategy and digital asset (content) plan across the CEE portfolio for all stakeholders

- In collaboration with CEE leaders, lead the team to develop the digital strategy for key CEE projects including the CEE strategic report, CEE websites, Future-Ready-Talent Framework and the Work-Learn Institute knowledge mobilization plan in addition to support Co-operative Education marketing to prospective employers
- Lead 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
- In consultation with CEE leaders, lead the team to develop and execute an integrated content strategy across CEE– including a comprehensive content calendar of social media platforms
- With the team manager, develop a digital experience measurement framework inclusive of all CEE digital channels to assess effectiveness and efficiency of activities
- Partner with internal and external content managers and University staff to ensure sites meet both client and institutional needs, and meet University web and accessibility standards
- Monitor online communities, student blogs and other various media for content that may harm the CEE's reputation as well as emerging trends using advanced technology

Lead strategic planning and budgeting for a multi-year plan for the communications and digital experience team

- Develop a multi-year communications and digital experience plan to align with the CEE strategic plan with defined milestones and outcomes as they related to each unit and stakeholder within the CEE portfolio
- Develop key performance metrics for the team's plan to demonstrate effectiveness, efficiency and positive reputational outcomes
- Coach and mentor managers to develop an effective plan of activities and metrics and to engage their respective teams.
- Collaborate and work with CEE Leaders to ensure the teams' comprehensive plan aligns with each unit's goals and the CEE strategic plan overall

Lead and manage a high-performing, resilient team and ensure delivery of results in support of the University's and CEE's Strategic Plans.

- Support staff to be successful in their roles
- Support team-building within the team and within CE
- Create opportunities for high levels of communication and collaboration within the Marketing Outreach team and teams across the CEE portfolio and the University overall

**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

<p>Education</p> <ul style="list-style-type: none"> • Post-graduate degree in marketing, communications, journalism, public relations or related field
<p>Experience</p> <ul style="list-style-type: none"> • 3-5 years of managing managers/leaders of small teams and coaching/mentoring managers in demonstrating leadership • Minimum 10 years marketing and marketing communications experience in progressively more responsible roles with an understanding of brand and its various applications, market research, customer experience, loyalty marketing, strategic new business development, recruitment branding, student marketing, and emerging digital platforms and social media etc. • Minimum 5 years of experience in internal communications, including proven success in deploying communications to support significant organizational or business change
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none"> • Excellent verbal, written, presentation and editing communication skills including a strong knowledge of new and emerging communications technologies and channels • Proven skill in relationship management using a collaborative, flexible approach • Demonstrated high level of organization and ability to manage high volumes of activity and change • Experience in strategic planning and developing measurement frameworks and key performance indicators for all communication channels to demonstrate effectiveness • Strong understanding of the customer lifecycle and the applications to customer recruitment, retention and recognition • Strong experience in leading employees within an integrated and collaborative team environment; a positive team approach to working with colleagues • Advanced MS Word, Excel, PowerPoint • Advanced social media experience and digital marketing tools

Nature and Scope

- **Contacts:** Internal: Associate Provost, Co-operative and Experiential Education, CEE Leadership, University Relations staff and leaders, Advancement and Alumni Office leaders and staff; Marketing and Undergraduate Recruitment; Faculty and College Heads, Human Resources leaders and staff; Co-operative Education management team and staff; students; student representatives External: Senior human resources and business leaders; campus recruiters, UW alumni; government
- **Level of Responsibility:** This role requires a high level of leadership, negotiation, influencing and coaching skills, as well as the ability to interact effectively with senior CEE Leadership. The incumbent must be adept at achieving agreement and managing relationships in potentially stressful situations. The incumbent interacts with colleagues across the university and at all levels to develop and build awareness, understanding and competency in communications, marketing, and job development. Internally, the incumbent communicates with all employees in all groups and departments and at all levels to deal with, influence and motivate others, often with different perspectives and concerns.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for communications, employer recognition, engagement and retention and digital experience. The position is expected to bring innovative approaches and new concepts and models to communications, employer engagement and recognition programs and digital experience. The incumbent will resolve problems of multiple conflicting priorities, vendor problems, and requests or complaints from CEE staff. The role is accountable for staffing and signs off performance evaluations and ratings for indirect reports. The incumbent also develops, tracks and reports on the budget and chooses vendors and products to maximize the value of the annual budget.

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- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in slight fatigue, strain or risk of injury. Occasional lifting and carrying of work-related materials or equipment up to 30 lbs may be required
 - **Working Environment:** : Involves moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. There may be unusual hours, irregular and/or high volumes, multiple and/or tight deadlines beyond one's control, and constant interruptions.