

Job Description

Job Title:	Manager, Digital Experience
Department:	Co-operative Education
Reports To:	Associate Director, Communications, Engagement and Digital Experience
Jobs Reporting:	Specialist, Digital Engagement Specialist, Digital Content Development Social Media Specialist
Salary Grade:	USG 10
Effective Date:	February 2021

Primary Purpose

Reporting to the Associate Director, Communications, Engagement and Digital Experience, the Digital Experience Manager will manage the CEE digital content on a wide range of digital marketing and communications channels, including social media, multiple websites, video and email and paid digital campaigns, as a means of strengthening our global reputation of CEE. The incumbent plays a critical leadership role leading the development of the digital experience strategy for all CEE departments and stakeholders as the CEE knowledge expert on web accessibility and architecture, video, social media and digital ad and email campaigns and the evaluation and reporting of this work.

Key Accountabilities

Leads, develops and implements the CEE digital experience strategy

- With the Associate Director, Communications, Engagement and Digital Experience, creates and implements a multi-platform digital strategy that aligns and supports the CEE overall communications and marketing objectives, then sets a tactical plan to deliver on objectives.
- Leads a digital experience strategy that encompasses stakeholder engagement and digital marketing to prospective employers and students in close partnership with the Directors of Student and Faculty Relations, Employment Relations, Co-op Services, Work Learn Institute, Career Action Centre, Work Integrated Learning Programs and the Managers of Business Development, Employer Engagement and Strategic Content.
- Leads an integrated and strategic approach to all aspects of CEE's digital presence in alignment with the University's overall strategy to support, amplify and integrate with other CEE and University efforts and in partnership with the Manager, Strategic Communications, Manager, Employer Engagement and Manager, Outreach Marketing.
- Leads the web architecture of the 10 CEE websites to deliver on the objectives of the digital experience strategy and monitors and edits website content while bringing innovative ideas and solutions to the CEE marketing communications strategies.
- Leads team responsible for strategy, content, design, analytics and maintenance of all digital platforms including web, video, email campaigns and social media, 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
- Plays a key leadership role in integrating digital communications across all functions in CEE, while maintaining positive work relationships.
- In partnership with the Manager, Strategic Communications, co-develops and prepares key digital communication messaging, presentation materials and coaching for senior management that

position CEE as an institutional global thought leader and as a unit that builds dialogue and trust through transparency, openness and clarity.

- Leads dissemination of messages and digital/social media traffic between CEE and key stakeholders including prospective students and employers, campus partners, global associations, alumni, and others.
- Partners with internal and external content managers, editors, designers, developers, and other University staff to ensure sites meet both client and institutional needs, align with the brand strategy platform, and meet University web and accessibility standards.
- Constantly explore and proactively suggest new and creative ways to “tell our story” and expand our audience reach for both student and employer audiences.
- Remains current on issues, trends, technologies, demands and approaches in digital marketing communications to advise the Associate Director of Communications, Engagement and Digital Experience and determine means to implement initiatives across CEE.
- Builds and maintains influencer relationships and manages external partnerships that amplify the CEE’s reach and reputation.

Measures and reports performance of all digital initiatives, and assesses against goals (ROI and KPIs).

- Sets measurable goals and regularly tracks and reports against goals as a means of determining effectiveness of digital marketing communications programs and creating recommendations for the full Communications, Engagement and Digital Experience team to ensure we are delivering on plan.
- Tracks and reports on the impact of strategic aspects of the CEE’s digital presence and ensures excellence and consistency of messages and approach across CEE. Also regularly scans online media and social networks for key information and online chatter and informs the development of communications strategies to address as needed.
- Establishes and regularly writes performance reports (e.g., employer and student engagement, impact of Google Analytics reports on refining our editorial calendar) to share with key stakeholders and content creators as a means to strengthen stakeholder engagement.
- Translates performance metrics from digital campaigns and strategic initiatives into reports to provide the web teams with an understanding of how initiatives performed and to identify future opportunities.
- Co-ordinates the collection of and responses to website feedback and provide to assigned content creators.
- Working with assigned content creators within the WCMS, building and reinforcing content strategy, providing support in best practice and means for audience analysis for the various CEE sites.

Generates digital content development

- Leads the creation of original content including: blog posts, articles, newsletters, communications materials, video, tweets and posts for various social media channels.
- Leads and executes an integrated digital content strategy– including a comprehensive content calendar for the websites, newsletters, video and social platforms Facebook, Twitter, YouTube, Instagram and any other emerging/relevant platforms.
- Chairs a committee that integrates content from CEE units generating their own ongoing content.
- Oversees CEE social media feeds; Facebook, Twitter, YouTube and Tumblr, as well as ensuring a presence on new platforms by keeping abreast of emerging social media platforms and trends.
- Works collaboratively with the Manager, Strategic Communications, Manager, Employer Engagement and the Manager, Outreach Marketing on projects involving paid online media search engine marketing, digital partnerships, etc.

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- Connected to the University's central digital communications roles in emergency and crisis communication.
- Leads the team in proper digital asset file management.
- Works closely with all staff responsible for communications over digital channels to integrate editorial calendars and communications planning tools as part of expanding the audience reach of CEE.

Manages the Digital Experience team

- Directs, and manages a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles and CEE's vision, mission and guiding principles
- Supports, motivates and mentors staff to be successful in their roles.
- Ensures the effective project management of digital projects, including personnel, resources, time, and budget.
- Supports team building within the Communications, Engagement and Digital Experience team and within CE.
- Ensures open communication with other stakeholders in CEE managing digital channels and promotes best practices in web architecture, accessibility, and content delivery. This includes providing training and guidance for others across CEE.
- Creates opportunities for high levels of communication and collaboration with the Communications and Marketing team, CEE 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

Education

- University Degree in Communications, Digital Marketing, Advertising, Media Studies, Digital Experience or equivalent combination of education and experience required.

Experience

- 6-8 years of experience in managing digital marketing and communications as well as marketing insights.
- Experience with inbound and outbound marketing, CRM, media and consumer behaviour trends
- Experience in web-based communications, marketing and technology strategies, including website design and content management. Experience in writing for the web and editing skills. Experience in best practices in building and maintaining websites, with thorough understanding of information architecture, web navigation, user interface, usability, accessibility standards and user experience testing.
- Experience with digital analytics tools, reporting and making recommendations based on findings.
- Experience with utilizing social media platforms specifically for marketing (building targeted ads).
- Demonstrated expertise in the development, planning and implementation of social media plans.
- Experience in engaging internal and external stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities.
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies.
- Video production experience specifically in planning, shooting and editing (understanding of lighting, camera types, audio recording, simple special effects and video editing), able to direct simple video

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production projects and organize larger video production projects. Tract record of innovative and effective multimedia storytelling.

Knowledge/Skills/Abilities

- An advanced understanding of digital behavior and the ability to apply these insights to develop better digital experiences.
- Strategic mindset to ensure use of digital mediums to leverage our differentiators to enhance the University's reputation and further inform and engage stakeholders.
- Ability to persuade, demonstrate and reinforce the value of adhering to set digital marketing communications goals to content maintainers and creators.
- Understand how paid, owned and earned media interact.
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis and to make continuous improvements.
- Critical thinking and analytical skills to understand the complex nature of higher education and the issues of concern to stakeholders.
- Discretion to identify risk and opportunities in user-generated content.
- Effective time management skills, ability to multitask, confidence in decision making under pressure.
- Positive energy and attitude and willingness to work flexible hours.
- A passion for and commitment to the University of Waterloo and commitment to developing its digital experience for all stakeholders (including students, faculty and staff, alumni).
- Effective interpersonal and written communication skills. Ability to quickly produce and distribute quality, thoughtful, creative and engaging content.
- Understands the power of feed marketing
- Keen sense of responsive client service.

Intermediate to expert use of current project, data management and digital communication tools including:

- Google Analytics Solutions/Google Analytics/Google Data Studio
- Social media (LinkedIn, Instagram, Facebook, Twitter)/Hootsuite Enterprise or Socialbakers
- Content management systems (Web publishing)
- Design and video editing software, cameras
- Email campaign tools and list management (MailChimp)
- MS Word, Excel, PowerPoint.

Nature and Scope

- **Contacts:** Work closely with key administrators – including the Associate Provost, CEE, Executive Director, Co-operative Education, Director, Centre for Career Action, Director, Professional Development Program and EDGE, Director, WatCACE and others. Internally interacts with colleagues across CEE and the University. Externally the position interacts with the broader community on a global basis and represents CEE as the face of social media at key events.
- **Level of Responsibility:** The Specialist, Digital Engagement, the Specialist, Digital Content Development, Digital Business Developer, and Social Media Specialist reports to the Digital Experience Manager. The incumbent will use their proven ability; extensive experience and understanding of integrated marketing and communications strategies to promote protect and enhance CEE's and the University's reputation. Within a highly complex institution and a competitive marketplace, the incumbent will leverage digital communications and new technologies in support of the CEE's and the university's strategic priorities. The position is responsible and accountable for effective online communications – both content and community building to achieve specified goals. The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to communications programs. 2 Co-op students as well.

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- **Decision-Making Authority:** The incumbent will use sound judgment and discretion in making content decisions (often under tight time pressure) on behalf of the institution. The timeliness and quality of online content contributes to the overall reputation of CEE and the University and to achieving CEE's goals in alignment with the University's goals.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.