

Job Description

Job Title:	Digital Experience Team Lead
Department:	Co-operative and Experiential Education
Reports To:	Manager, Strategic Digital Experience
Jobs Reporting:	Web & Email Marketing Specialist Web Coordinator(s)
Salary Grade:	USG 10
Effective Date:	October 2023

Primary Purpose

The Digital Experience Lead plays a critical leadership role leading the planning, creation, development and evaluation of the websites and email campaigns to support business development and the CEE goals and strategic plan. They are responsible for ensuring that the brand and visual identity is expressed in the multiple CEE websites and email campaigns, guide all units and act as the lead contact for web and email campaigns. This position is responsible for continuous improvement and strategy of CEE's websites. This role integrates and leverages content across the websites and email campaigns, planning and creating new web initiatives, collaborating across CEE and bringing innovative ideas and solutions to the Digital Experience team.

As a thought leader and highly capable marketer, the Lead is responsible for web and email management for business development, employer engagement and retention, brand recognition and growth and reputation enhancement. The Lead is both a strategic and creative thinker, accountable for the development, implementation and ongoing management of CEE websites and email campaigns founded strongly on insights gleaned from market research and data analytics. As the keeper of the CEE websites, the Lead plays a critical role in how work-integrated learning at the University of Waterloo looks, sounds and engages with its audiences.

Key Accountabilities

Creates, leads, develops and implements the CEE web strategy and execution to stakeholders for prospective employers, employers, students, prospective students, associations, academics and WIL professionals.

- Leads an integrated and strategic approach to all aspects of CEE's web strategy and execution in alignment with the University's overall strategy to support, amplifies and integrates with other CEE and University efforts and in partnership with the Manager, Strategic Communications and Manager, Strategic Digital Experience.
- Leads team responsible for strategy, content, design, analytics and maintenance of web 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.
- Takes a leadership role in identifying tracking measures of effectiveness of web/digital communications, manages the digital dashboard tracking analytics for all digital platforms and makes recommendations on adjustments needed based on results.
- Develops and maintains an editorial calendar to ensure that content related to dates/terms is updated as appropriate.
- Defines 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

Job Description



traditional media.

- Leads the builds of the web architecture for the various CEE websites and completes wireframes for large-scale changes to the various CEE websites.
- Conducts environmental scans and competitive analyses.
- Plays a key leadership role in integrating digital communications across all functions in CEE, providing project management, while maintaining positive work relationships.
- Leads major digital communications initiatives undertaken for CEE, including the annual report, co-op student experience, employer engagement, content audits and reviews, and migrations of sites into the University's Content Management System (CMS).
- Develops and defines effective IA/UX and user interface solutions using research-based decision making to provide optimal pathways for site visitors while meeting client needs to ensure a consistent, cohesive experience across CEE sites.
- Applies research-based decision making to improve web content to meet user and organizational needs (i.e., improve find-ability, search engine optimization (SEO) relevance/stickiness).
- Leads dissemination of digital traffic between CEE and key stakeholders including prospective students and employers, campus partners, global associations, alumni, and others.
- Monitors 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.
- 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.

Leads, develops and implements the CEE email campaign execution to stakeholders including prospective employers, employers, associations, academics and WIL professionals.

- Oversees the development of all aspects of email campaigns including scheduling.
- Works with the vendor to get the best pricing and options available to enhance our emails for business development.
- Ensures excellence and consistency in all email communications, in addition to compliance with AODA and CASL.
- Conducts email audits/inventories (including regular maintenance of CEE campaign email calendars, campaign email process, contact lists, training manuals, best practices.)
- Competitive analyses of email approaches at other universities and lead-conversion business models (e.g., messaging, design, platform, metrics, templates, visuals.)
- Tracks and reports on the impact of CEE's email campaigns and ensures excellence and consistency of messages and approach across CEE.
- Works collaboratively with the production manager for process development and scheduling of emails.
- Supports and educates colleagues on email best practices ensuring that every email from CEE contributes effectively to our communication goals.

Directs, motivates, mentors and leads a high-performing, resilient team and ensures delivery of results in support of the University's Basic Principles and CEE's vision, mission and guiding principles while building strong relationships across campus.

- Provides day-to-day leadership to the web and email team and assigns the web/email work amongst the team based on individual strengths, in addition to advising the rest of the digital experience team.
- Ensures consistent quality across all the work done by the team.
- Supports staff to be successful in their roles.

Job Description



- Works with photographers, videographers and writers and manages co-op students and vendors to source, identify/repurpose stories for storytelling on the website.
- Builds consensus, fosters teamwork and leads integrated project teams.
- Plays a key leadership role in integrating digital communications across all functions and departments in CEE, while maintaining positive work relationships.
- Advises and is responsible for ensuring that CEE and UWaterloo brand standards, messaging and style guides are adhered to in all CEE web and email communications.

Collaborates and acts as a resource.

- Advises on email and web best practices across CEE, as well as the University overall.
- Participates in the Web Advisory Committee.
- Provides day-to-day leadership and guidance to colleagues within and outside of CEE.
- Engages the Waterloo and broader community through smart, strategic and timely communications to assist with the development and execution of combined web and email content calendars.
- Assumes project management responsibilities for web, online and social media content development and maintenance (including people, tools, time and budget), tracking progress using Airtable.
- Provides input and advice with respect to establishing budgets.
- Ensures quality and compliance: usability and accessibility; copyright and other legal compliance; consistent with University policy, guidelines, and best practice.
- 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, digital experience or equivalent combination of education and experience required.
- Master's in digital media or similar field an asset

Experience

- 1-2 years leading a digital team
- 5+ years of experience in marketing and communications,
- 5+ years of experience in web development, including information architecture, navigation, user experience/user interface design, usability, accessibility standards (i.e., AODA), and testing)
- 5+ years of experience managing an email management platform such as MailChimp and working within CASL standards
- 5+ years of experience in project management
- 5+ years creating digital communications for business development, students, and employers

Knowledge/Skills/Abilities

- Extensive technical expertise in web development, planning and implementation of email campaigns, including use of related content and analysis tools.
- Extensive technical expertise in the technologies used in digital marketing (e.g., GA4, HTML, SEO tools, Drupal content management systems, campaign email and customer relationship management software, Creative Suite and Apple hardware, etc.)
- Expert knowledge of CASL.

Job Description



- Extensive expertise in planning for major website architecture changes including wireframing, user experience and user interface design.
- An advanced understanding of digital behavior and the ability to apply these insights to develop better digital experiences.
- Strong sense of effective design, graphic balance, and the impact of layout and messaging in communication materials, and the ability to execute.
- Expertise in marketing, communications and advertising.
- Highly creative and innovative.
- Discretion to identify risk and opportunities in user-generated content.
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis.
- Effective time management skills, ability to multitask, confidence in decision making under pressure.
- Positive energy and attitude, willingness to work flexible hours.
- A passion for and commitment to the University of Waterloo and commitment to developing its experience for all stakeholders (including students, employers, alumni, faculty and staff).
- Understand how paid, owned and earned media interact.
- Strong leadership and project management skills, leading by example and with empathy.
- Effective interpersonal and written communication skills. Ability to quickly produce and distribute quality, thoughtful, creative and engaging content.
- Keen sense of responsive client service.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach in working with colleagues.
- Strong knowledge of Co-operative and Experiential Education, work-integrated learning or a similar organization and its mandate is essential.
- Advanced skills in MS Word, Excel, and PowerPoint.

Nature and Scope

- **Contacts:** The Digital Experience Team Lead works closely and directly with the Manager, Strategic Digital Experience, Manager, Strategic Stakeholder Engagement and Manager, Strategic Communications in addition to management across the Unit, the Web Advisory Committee, IST, and the digital team in University Relations to ensure brand alignment and seamless facilitation of web development and other digital communications on campus.
- **Level of Responsibility:** The position is responsible and accountable for the quality and accuracy of campaigns and websites that can have a significant impact on the reputation of CEE and the University. The individual demonstrates a deep understanding of the political, cultural and social contexts in which CEE, UR and the University operate and those affecting the campus community. The incumbent manages 1-3 direct reports and 1-2 co-op students. The Digital Experience Team Lead is responsible for managing the purchase card for the Digital Experience team and tracking it against the budget. The incumbent coaches and mentors junior staff and leads the Digital Experience Team in team-building and in team development such as facilitating and delivering professional development opportunities in digital media. Staff training is a key component of this role to enable the delivery of a consistent and high-quality experience for all prospective and current employers.
- **Decision-Making Authority:** In consultation with the Manager, Strategic Digital Experience, the Digital Experience Team Lead 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, workflow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.

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- **Physical and Sensory Demands:** The incumbent will work in a fast-paced environment with a number of daily interruptions such as email. This role requires exertion of physical or sensory effort resulting in moderate fatigue, strain or risk of injury.
 - **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. This role involves moderate psychological risk resulting from exposure to occasional disagreeable or uncomfortable environmental conditions. The role may include exposure to emotionally disconcerting experiences and/or interactions with people who are upset or angry (i.e., occasional emotionally charged issues with employers or staff), and/or high volumes and multiple and/or tight deadlines beyond one's control. This role involves occasional unusual hours or schedules due to event-driven deadlines, lack of control over work pace due to externally-driven deadlines, occasional irregular and/or high volumes and multiple and/or tight deadlines beyond one's control due to project deadlines, and constant interruptions due to phone and email. There is a high degree of variability each day and often the work demands are not predictable and must be managed in a timely manner. Additionally, unplanned work requests and tight deadlines may be directed by senior leaders within CEE or within the University and must be delivered on time and on budget.