

Job Description

Job Title:	Manager, Insights and Digital Sales
Department:	WatSPEED
Reports To:	Associate Director, Marketing and Digital Sales
Jobs Reporting:	Market Research Specialist; Digital Marketing Specialist, Co-op Student(s)
Salary Grade:	USG 11
Effective Date:	December 2022

Primary Purpose

The Manager, Insights and Digital Sales plays a critical leadership role in WatSPEED's Marketing and Digital Sales team, overseeing market research and developing digital sales strategies to shape critical business decisions. As the lead for WatSPEED's market research, the Manager is responsible for directing all market research activities, gathering meaningful insight to inform WatSPEED's decision-making, strategy development, messaging, and marketing spend.

The Manager is a thought leader and highly capable product marketer, responsible for digital advertising and sales initiatives to advance the University's lifelong learning initiatives and enhance its reputation. The Manager is focused on actively bringing in new business through targeted campaigns in strategic verticals and/or regions, by generating and nurturing leads and converting prospects into paid learners for WatSPEED programs.

This role requires a high level of skill in market research strategy and execution, as well as an excellent understanding of digital marketing strategies, communication, and interpersonal skills to provide high-quality, professional interactions, and customer service to prospective and new clients. The Manager is both a strategic and creative thinker, accountable for the development and implementation of a comprehensive digital marketing and sales strategy founded strongly on insights gleaned from market research. As the keeper of WatSPEED's website, the Manager plays a critical role in how lifelong learning at the 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).

An integral member of the WatSPEED team, the Manager requires a broad range of expertise in marketing, market research, advertising, and public relations, with extensive technical experience and depth of knowledge in the technologies used in digital sales and marketing.

Key Accountabilities

Market research and insights

- Acts as a trusted advisor for the WatSPEED Senior Leadership team on market research best practices and strategies, including interpreting research results and analyzing data to make informed decisions related to prospective programming and business opportunities.
- Develops and oversees a strategic research plan that guides key business decisions, driving growth and helping achieve WatSPEED's aggressive sales targets.
- Manages the market research function for WatSPEED, acting as a supportive and inspirational leader for related team members.

- Performs ongoing scanning of the competitive landscape for market intelligence, understanding prospective client demographics, needs, and influences, and keeping knowledgeable about industry shifts and emerging issues.
- Stays on top of the latest trends in technology and has a keen awareness of external events and factors that are relevant to WatSPEED's value proposition.
- Understands the information needs of WatSPEED, including the specific requirements of marketing and digital sales, program management, business development, and other units within the department.
- Oversee research and information required for grant proposals and projects

Product marketing and sales

- Leverages a deep understanding of effective sales, digital marketing, and conversion tools and techniques to assess prospective clients' needs and showcase the value of our programming to clients through WatSPEED's digital channels.
- Generates, qualifies, stewards, and converts relevant prospective client leads to enrolled learners, achieving the target enrolment numbers as defined in program goals.
- Builds strategic lead funnels to develop opportunities within target areas of sales focus through lead-generation initiatives, including research, digital marketing content creation, active lead nurturing, acting on referrals, development and leveraging a strong network with industry and industry associations, digital sales campaigns, social media campaigns, and email marketing campaigns.
- Regularly explores, participates in, and leverages digital industry events and networks and association memberships to target outcomes.
- Acts as an expert in the WatSPEED model, understanding programs, learners, target industries, and processes to effectively guide and steward prospects.
- Meets established new client targets as indicated in WatSPEED's overall business goals.
- Oversee and manage relationship with external vendors for planning, creating, and executing paid digital campaigns

Planning, communication, and content creation

- Works closely with the Associate Director, Marketing and Digital Sales to plan, develop, deliver and evaluate digital sales, social, and content marketing plans.
- 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 traditional media channels.
- Develops and maintains competitive analyses of lead-conversion business models at other universities (e.g., messaging, design, platform, metrics, templates, visuals).
- Creates, executes, and evaluates a search engine marketing and social media advertising plan.
- Develops and implements social media listening strategies to identify key themes surfacing among defined audience segments and potential brand advocates, and engages with prospective learners to support them throughout their customer journey.
- Monitors and reports on metrics for email, social, web, and digital media initiatives.
- Works with consultants and manages external vendors such as photographers, videographers, and writers to source, identify, and create/repurpose stories for storytelling on digital platforms.
- Ensures that WatSPEED and Waterloo brand standards, messaging, and style guides are adhered to in all digital communications.

Management of WatSPEED website

- Leverages knowledge of the latest technology and online best practices to create an engaging virtual buyer experience.
- Maintains an effective site, based on our available platforms, that is aligned with WatSPEED's visual brand identity and consistent with promoting WatSPEED's value proposition to prospective clients and other visitors.
- Consistently monitors site performance and makes updates to optimize the user experience.
- Oversees ongoing maintenance and development of new web content, as required.
- Ensure the ongoing development of WatSPEED's search engine optimization strategy, including keyword research and maintenance.
- Work with external vendors to develop and enhance WatSPEED's websites

Data analysis, reporting, and budget management

- Analyzes the results of all market research activities and reviews all reports and recommendations for strategy enhancements and improved tactical solutions.
- Maintains awareness of, analyzes, and understands all types of recorded data, including but not limited to key performance indicators, learner satisfaction surveys, and data related to continuing education and lifelong learning.
- Monitors, analyzes, and tracks all relevant lead data, and communicates progress with transparency, clarity, and openness to broaden understanding of prospecting outcomes, quality of lead funnel management, and lead conversion.
- Sets and manages budgets for marketing-related projects; reports on both status and impact, evaluating campaigns against KPIs and other predetermined metrics.
- Addresses challenges within the sales, marketing, and business development processes with solutions for optimal outcomes.
- Develop reports and dashboards for various marketing and sales activities

People and process/technology management

- Effectively leads market research and digital sales team members, including guidance, coaching, and performance management; provides day-to-day guidance to colleagues both within and outside the WatSPEED team.
- Provides leadership within the Marketing and Digital Sales team.
- Manages relationships with key internal and external stakeholders.
- Provides training and support for campus partners in campaign email software (e.g., MailChimp) and CRM tools. Shares and encourages best practices for writing for digital platforms, email marketing, and social media tactics.
- Continuously improves research, sales, and digital marketing approaches and processes for greater effectiveness and measurable sales results.
- Adopts and suggests technologies that can enable more efficiency and productivity.
- Demonstrates initiative in trying alternative methods to achieve results.

Collaboration and Outreach

- Develops positive relationships within and among WatSPEED and its primary stakeholders, and identifies opportunities for internal collaboration and consultation with key campus departments such as University Relations, CEE, etc.

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- Develops and builds strong relationships and maintains a network with university colleagues involved in website management, email campaigns, and social media.
- Participates in WatSPEED events and webinars and in the administration of specific department-wide responsibilities, and other general and specific duties as may from time to time be determined.

**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 business, communications, advertising, marketing, media studies, or equivalent combination of education and experience.

Experience

- 8+ years of sales/revenue generation experience with demonstrated success – preferably in a business-to-business context.
- 8+ years of experience in marketing and communications, specifically in the areas of content marketing, digital marketing, marketing insights, and account management/client service
- 5-7 years of experience in content creation for social media, web, video, and email campaigns
- 5-7 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

- Proven ability to leverage insights and data to understand trends, patterns, and dependencies with respect to a variety of strategic issues, including boosting marketing campaigns and driving effective budgets.
- A solid understanding of data optimization and machine learning to enhance marketing activities, as well as an in-depth knowledge of programming.
- In-depth understanding of the sales process, digital marketing, digital advertising, and the steps necessary to grow a successful funnel and nurture leads, with an excellent conversion track record.
- Thorough command of the social media and digital world; 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.
- Excellent written and oral communication skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media. An aptitude for translating technical concepts into simple language or visual schematics to facilitate the understanding of colleagues and leaders.

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- Experience building consensus, fostering teamwork among a variety of stakeholders, and leading integrated project teams, with the 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:
 - Email marketing applications and systems
 - Google Analytics
 - Google Tag Manager
 - SEO tools
 - Social media (LinkedIn, Twitter, Facebook, Instagram)
 - Web content management systems
 - Adobe Creative Cloud
 - Project management software
 - Customer relationship/engagement management systems
 - Microsoft Office Suite
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (e.g., AODA and Canadian Anti-Spam Legislation), and testing.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment, characterized by changing priorities.

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 WatSPEED. Externally, provides clear written information for a variety of audiences and project management with third-party vendors.
- **Level of Responsibility:** Oversees the digital sales strategy for WatSPEED. Project manages a university-wide function or process; responsible for providing expert advice to WatSPEED colleagues and for successfully implementing and ensuring the quality of digital sales, email, and digital communications initiatives, some of which are mission critical.
- **Decision-Making Authority:** In consultation with the Associate Director, Marketing and Digital Sales, the Digital Marketing Specialist makes decisions about the most effective methods of operationalizing all sales, 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.
- **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 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.