

## Job Description

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<b>Job Title:</b>	Specialist, Content Development
<b>Department:</b>	Registrar's Office, Marketing & Undergraduate Recruitment
<b>Reports To:</b>	Manager, Marketing & Communications Strategy
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	April 2021

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### **Primary Purpose**

The Specialist, Content Development is responsible for creating written and visual material for the web to support Marketing & Undergraduate Recruitment (MUR) initiatives and the team's efforts to recruit prospective undergraduate students to the University of Waterloo. Accountable for the accuracy, consistency, and appeal of content for MUR channels and audiences, while remaining consistent and complimentary with the University's overall brand strategy.

As a key member of the MUR integrated marketing and communications team, this role requires superior copywriting, proofreading, editing and interviewing skills, and in-depth knowledge of visual storytelling, photography and videography best practices for the web, and the technologies used in marketing.

Reporting to the Manager, Marketing & Communications Strategy, and in collaboration with colleagues in the Registrar's Office (RO), MUR and campus partners, the incumbent writes new and revises existing web content that aligns with Waterloo's strategic plan and the enrolment management funnel.

### **Key Accountabilities**

#### **Responsible for the creation and quality control of web content**

- Is accountable for Waterloo's future student website, collaborating closely with the Specialist, Content Strategy and others on the MUR team.
- Crafts new and revises existing web content to meet the needs of MUR/RO's key audiences and influencers, to convey key recruitment messages, and to align with the University and MUR strategic plans.
- Works with faculties, departments, schools and unit (FDSU) partners to ensure that content is accurate and engaging for all undergraduate recruitment audiences and that it aligns with FDSU, MUR and University strategic plans.
- Plays a crucial role in safeguarding the University's reputation by ensuring content aligns with University branding and visual identity frameworks, messaging and style guides; industry best practices, and legislative requirements (i.e., AODA).
- Optimizes and creates content based on Search Engine Optimization (SEO), keyword research, and Google Analytics.
- Uses research (e.g., web analytics and MUR surveys) to develop and manage content and web user experience (UX).

#### **Collaborates, advises, and consults**

- Works closely with MUR colleagues to ensure content is shared and integrated across MUR channels.

## Job Description



- Contributes expertise to creative brainstorming and concept development sessions.
- Develops, writes, and project manages other communications, depending on M&UR strategic plans.
- Works closely with MUR/RO colleagues to ensure that consistent and accurate information is submitted to the Ontario Universities' Application Centre and other external partners.
- With recognition and understanding of the varying priorities of on-campus partners, proactively establishes and fosters collaborative relationships with FDSU and MUR/RO colleagues to build consensus and coordinate the alignment of recruitment activities so that the needs of other areas are balanced with the effective marketing of the University as a whole.
- Represents MUR/RO at university-wide meetings, proactively providing expertise and insight with respect to recruitment and marketing issues and advocating on behalf of the prospective undergraduate audience.
- Proactively shares knowledge so that all MUR team members can incorporate new information and techniques into their initiatives.
- Project manages third-party writers, photographers, videographers, etc. as needed.

### **Project management and business practices**

- Keeps fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to prospective undergraduate students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, current departmental and campus-wide initiatives, and how any changes impact the strategies for which s/he is responsible.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the enrolment management funnel in order to enhance the content strategies for which s/he is responsible.
- Maintains awareness of current research, trends in enrolment management digital communications, significant developments that impact the marketing of the University to prospective student audiences, and the communications practices of Waterloo's competitors.
- Understands the role of research in M&UR's evidence-based strategies, and collaborates with the Specialist, Marketing Insights to establish research objectives and create data analysis solutions to inform decision-making, content development, messaging, and budget; to determine the optimal methods of evaluating the effectiveness of the strategies for which s/he is responsible; and to ascertain and recommend the most effective enhancements.
- Employs web analytics and MUR surveys to develop content (e.g., text, video, photographs) for MUR channels.

### **Supervises and mentors staff**

- Hires, supervises, trains, and evaluates the co-op students who support the team's work, including the management of interview committees, and the selection of candidates
- Maintains a work environment that fosters, and supports mentorship, professionalism, quality output, and respectful communication

### **Other**

- Participate in MUR recruitment events and in the administration of specific RO department-wide responsibilities, including convocation, examinations, and such 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.*

## Job Description

### Required Qualifications

#### **Education**

- Bachelor's degree, preferably in marketing, communications, or journalism, or related experience.

#### **Experience**

- 1-3+ years of experience in content creation and using a web CMS.
- 1-3+ years of experience in marketing and communications, specifically the areas of content marketing, brand management and integrated communications, preferably in an education setting.
- 2+ years of experience in project management.
- Proven ability and experience in remaining engaged and knowledgeable of emerging storytelling best practices, visual storytelling and knowledge of how to optimize content for SEO/SEM.
- Experience in website management and development, accessibility standards.

#### **Knowledge/Skills/Abilities**

- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.
- Excellent written and verbal communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Clear understanding of and experience in writing for a student audience, including knowledge of the use of research to acquire an understanding of their styles and approaches.
- Clear understanding of the influencers (e.g., parents, teachers, guidance counsellors, friends) of the University's primary prospective student audience and of the most effective methods of communicating with those influencers.
- Knowledge of new and emerging digital communications platforms and how they can be integrated across multiple marketing channels.
- Aptitude for translating technical concepts into simple language or visual schematics to facilitate the understanding by colleagues, leaders, and other audiences.
- An eye for effective design, graphic balance, and the impact of layout and messaging in communication materials.
- Knowledge of student recruitment marketing and enrolment management principles (as defined by industry enrolment management experts such as Noel Levitz), the University brand, and the significant forces that influence Waterloo's quest for high-quality undergraduate students.
- 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.
- Experience with implementing emerging media, including social media and video creation
- Knowledge of digital marketing trends and analytics (Google Analytics, moz.pro, Google Keyword Planner, social media, etc.).
- Intermediate to advanced use of the following tools:
  - Google Analytics
  - SEO tools
  - Content Management Systems (Drupal)
  - Adobe Creative Suite
  - Project Management Software (Smartsheet)

## Job Description



- 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 communications strategies and to support the overall goals of MUR. Externally, provides clear written information for a variety of student audiences as well as managing projects with third-party vendors.
- **Level of Responsibility:** Project manages a university-wide function or process; responsible for providing expert advice to MUR colleagues and for successfully implementing and ensuring the quality of MUR digital communications initiatives, some of which are mission critical.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing all future student 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 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.