Job Description

Job Title: Recruitment and Marketing Coordinator
Department: Centre for Contact Lens Research
Reports To: CCLR Administrator
Jobs Reporting: Co-Supervisor of Recruitment/Research Assistant Co-op Position
Salary Grade: USG 6
Effective Date: June 1, 2017

Primary Purpose
This position is responsible for raising the profile of the Centre for Contact Lens Research (CCLR) within the University and local community with the primary objective of recruiting study participants for CCLR studies and maintaining an awareness of CCLR activities throughout the local optometry population.

Key Accountabilities
List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what” the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.

<table>
<thead>
<tr>
<th>Study Participant Recruitment</th>
<th>Building Community Awareness</th>
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<tbody>
<tr>
<td>• Establish recruitment needs and timelines for each study and advise Lead Investigator on the availability of potential study participants.</td>
<td>• Through market research, gain an understanding of the sociologic characteristics of the community and use that information to develop strategic marketing-promotional plans.</td>
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<td>• Develop recruitment strategies and required documents, including study-specific promotional material and advertising, in accordance with research ethics standards.</td>
<td>• Develop, implement and monitor specific marketing initiatives including outreach events.</td>
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<td>• Establish contact with potential study participants and direct them toward the appropriate study.</td>
<td>• Maintain responsibility for the recruitment discretionary fund as assigned by the CCLR Senior Admin Team.</td>
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<td>• Ensure recruitment targets are being met, advise researchers of recruitment status and re-evaluate accordingly.</td>
<td>• Build relationships with potential study participants, local optometrists and community organizations.</td>
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<td>• Gather participant feedback in order to improve their experience.</td>
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<tr>
<th>Co-op Student Management</th>
<th>Website and Social Media Management</th>
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<tbody>
<tr>
<td>• Participate in the hiring, training and evaluation of the Recruitment/Research Assistant Co-op student.</td>
<td>• Develop content and promotional material for the participant portal in accordance with research ethics standards.</td>
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<td>• Manage day-to-day tasks of the Co-op student.</td>
<td>• Upload and manage material, reviewing for consistency.</td>
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<td>• Manage the CCLR social media platforms.</td>
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<td>• Work with external contractors on the management of the CCLR website and other supported websites as required.</td>
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</tbody>
</table>
Job Description

Study Participant Data Management
- Maintain CCLR Pre-Screening study participant database by inputting and updating information.
- Monitor database for gaps in participant demographics.
- Manage study participant agreements specifying the use and confidentiality of their recruitment data.
- Query database to match potential participant characteristics with study inclusion criteria.
- Treat and use participant information in a confidential and sensitive manner according to clinical trial regulations and University policies.

Required Qualifications
If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education
- College diploma in a business-related field required. Bachelor degree preferred.

Experience
- 1 to 3 years of experience in marketing and communications
- Demonstrated experience with advertising, website maintenance and social media.
- Experience with participant recruitment would be preferred.

Knowledge/Skills/Abilities
- Excellent communication (oral and written English) skills.
- Attention to detail and accuracy particularly associated with grammar and written material.
- Excellent organizational and interpersonal skills with the ability to be self-motivated and interact effectively in an individual or group setting.
- Knowledge of advertising principles.
- Knowledge of Microsoft Office suite, Photoshop or similar software, WordPress and social media platforms.
- Demonstrated ability to create and execute a business plan.
- An understanding of the sociological characteristics of the community.

Nature and Scope
- Contacts: The incumbent works closely with the following CCLR personnel to collaborate on work initiatives and projects: other members of Recruitment Team, Resource Schedulers, Head of Knowledge Translation, Researchers and Research Assistants as well as the CCLR Senior Admin Team. S/he also does business with Waterloo Creative Services, Digital Communications Department, and New Media Services on campus and deals with MediaDoc for website services and other media outlets for advertising externally. A critical component of this position is contact with potential study participants and local optometrists where his/her ability to promote the CCLR is crucial to the success of study participant recruitment and community engagement.
- Level of Responsibility: The incumbent is required to develop an overarching marketing plan and then individual recruitment plans for each study based on information provided by researchers and the Senior Admin Team. S/he is then required to independently execute each plan and provide status reports as required. The incumbent is involved in the hiring decision for the Recruitment and Marketing Co-op Assistant and provides functional guidance, direction and training to that individual on a day-to-day basis.
- Decision-Making Authority: A major challenge for this position is identifying how to attract potential study participants with specific characteristics, particularly when those characteristics are not common to the local population. The incumbent is required to enter into agreements with media outlets and other venues to organize advertising and recruitment events. S/he has control of a $6,000.00 budget to use at his/her discretion for promotional purposes.
- Physical and Sensory Demands: This position experiences minimal demands typical of a position operating within an office environment where there is extensive computer work and many distractions over the course of the day.
• **Working Environment:** There is minimal exposure to disagreeable conditions typical of an administrative position required to occupy a cubical in an office shared with one to two other individuals. This position is contingent upon funding.