Job Description

**Job Title:** Director, Communications & Marketing

**Department:** Cooperative Education & Career Action

**Reports To:** Executive Director, Cooperative Education

**Jobs Reporting:** Strategic Communications Manager, Marketing Outreach Manager, Market Research Manager

**Salary Grade:** USG 14

**Effective Date:** June 1, 2016

**Primary Purpose**

Over 70% of undergraduate students choose to enroll at the University of Waterloo because of the co-operative education program. The average annual student employment rate of 97% speaks to the success and excellent global reputation of the University of Waterloo’s co-operative education program. The Director, Communications & Marketing plays a crucial role in the successful achievement of institutional goals around co-operative and experiential education. The incumbent has three key areas of accountability – communications, marketing outreach and employer recruitment. This role contributes significantly to the success of the positioning, image and reputation of our co-op program as a global leader in co-operative education and as a critical component of the University of Waterloo’s strategic plan.

To retain our current employers and to support increased hiring from this employer base, the incumbent is accountable for leading an integrated communications, marketing outreach and business development strategy to drive and support a robust employer recruitment, engagement and recognition framework that includes speaking engagements, advertising, relationship-building opportunities, marketing campaigns and events, both within Canada, the United States and internationally at over 50 annual industry conferences, tradeshows, sponsorships, top employers’ receptions and awards and employer speaking panels.

Through those three core accountabilities, the incumbent also ensures strong collaboration within Co-operative Education and across the Co-operative and Experiential (CEE) units such as Centre for Career Action, WatPD, EDGE, WatCASE, and Infrastructure and Integration, and with campus partners such as University Affairs, Advancement, Research and Alumni, in addition to the faculties.

**Key Accountabilities**

**Build and enhance the profile and reputation of the co-op program as a global leader through the work of the Communications team**

- Deepen strategic knowledge and develop an acute understanding of current messaging in support of co-operative education and its evolution and relationship to broader CEE and Waterloo messaging, positioning and branding by working closely with the Executive Director, CE, the Associate Provost of Co-operative and Experiential Education (CEE), and the CEE Directors.
- Lead the creation of strategic positioning, a key message platform and overall narrative for co-operative education by working closely with the Executive Director, CE and the Manager, Strategic Communications. This platform can be utilized in all institutional communications and adapted for various stakeholders and evolved over time. This accountability includes leading the branding, messaging and briefing notes, backgrounders, reports, proposals and research summaries for use by the Associate Provost, CEE and the Executive Director, CE and on occasion other CEE Directors or senior university officials.
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- Direct and lead strategic integrated communications planning to meet the institutional and department goals specifically those pertaining employer recruitment, employer experience, employer recognition and engagement.
- Lead the strategic development, design, maintenance and enhancement of our multiple websites across CEE to maximize their effectiveness as communications channels based on a measurement framework, ongoing tracking and feedback. These sites serve our multiple stakeholders which include students, employers, campus partners, prospective students, prospective employers and the general public.
- Represent Waterloo’s voice and position in print, online and social media, and facilitate conversations that enhance Waterloo’s reputation and are of value to key local, national and international audiences and stakeholders.

#### Lead strategic planning and budgeting for a multi-year plan for the communications and marketing team

- Oversee employment market research to inform decision making, develop CEs positioning, marketing and communications strategies, action plans, budgets and measures in support of CE, CEE and Waterloo’s overall goals.
- Track budget spending and reconciliation of the annual Communications & Marketing budget to ensure consistent allocation and monitoring of all costs, invoices, purchase orders, etc.
- Oversee the development and management of agreements and contracts with external vendors in Canada, the United States and internationally as required.
- Direct communications outreach activities, including media buying (national and international outlets), social media campaigns, video production, and production of special materials.

#### Develop, implement, and manage a strategic research plan that supports the job development and lead generation activities to maintain the existing student employment rate through the recruitment of new employers and the retention of current employers in Canada, the US and internationally.

- Guide the development of a 3-year strategic research plan to deepen CECA’s and the University’s insight into high potential employment markets.
- Oversee the planning and implementation of data collection and employer engagement activities to deepen market intelligence in specific geographic regions in Canada, the United States and internationally, defined industry sectors and areas of job growth.
- Ensure ongoing staff education and communication plan to share market research findings, analysis and implications for CECA’s strategic goals and to facilitate the inclusion of the market research into ongoing job development plans and feasibility studies.

#### Lead the development of an integrated job development plan to increase the number of jobs from current employers and to recruit prospective employers for co-op, summer, alumni and graduating jobs

- Direct the development of an integrated lead generation and marketing outreach plan in alignment with the marketing strategy, department goals and job development priorities in the various regions.
- Direct the development of regional job development plans through facilitation and guidance to the employment relations and employer services teams.
- Direct the management of the leads database by the Marketing Outreach Manager to develop, implement and assess campaigns, inbound and outbound marketing activities, and marketing communications to engage active and inactive contacts.
- Provide guidance to improving efficiency and effectiveness of lead generation, lead cultivation, lead conversion and marketing outreach activities to provide better value for our stakeholders and ultimately an enhanced employer experience.
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Direct the development and implementation of a comprehensive employer engagement plan inclusive of a recognition framework and related activities in alignment with the strategic marketing and communications plan and priorities, department business goals and regional job development plans

- Oversee the development, implementation, measurement and ongoing enhancement of the employer engagement plan, recognition framework and activity plan
- Provide insight and consultation to employers about campus recruitment branding and promotion best practices
- Provide guidance to the development and implementation of employer events, campaigns, activities and materials to attract to retain, grow and engage our existing employer base. These could include employer panels, webinars, peer-to-peer meetings, online discussion forums, etc.

Provide overall strategic guidance, consultation, planning and leadership within CE and CEE

- Personally, champion mission, vision and guiding principles in a leadership role in to them to life through leadership, direction, change management and strategic planning for CE and CEE
- Monitor business practices to ensure that CE has the appropriate practices and processes to work effectively internally and represent Waterloo externally
- Lead the development of new capabilities required by the introduction of new systems, tools or processes
- Develop productive, collaborative working relationships across CE, CEE and Waterloo, with external associations and Canadian consulates in the United States
- Lead or contribute to the identification, development and implementation of projects to improve service quality, relationships, stakeholder satisfaction, timeliness, staff capability and performance

Lead and manage direct reports and ensure the delivery of results in support of CE mission, vision and guiding principles including:

- Provide information and context needed for the employee to be effective
- Hire the best people available from inside or outside CECA
- Set goals and expectations and helping employees create clear paths to success, develop effective work team dynamics, and hold employees accountable for performance including consistent application of CECA business processes
- Manage performance through both formal (performance appraisal) and informal methods such as regular feedback, coaching and one-to-ones
- Identify and follow-up on development opportunities for employees

Required Qualifications

Education

- Post-graduate degree in marketing, communications, journalism, public relations or related field

Experience

- Minimum 10 years marketing and marketing communications experience in progressively more responsible roles with an understanding of brand and its various applications, market research, customer experience, loyalty marketing, strategic new business development, recruitment branding, student marketing, and emerging digital platforms and social media etc.
- Minimum 5 years of experience in internal communications, including proven success in deploying communications to support significant organizational or business change

Knowledge/Skills/Abilities

- Excellent verbal, written, presentation and editing communication skills including a strong knowledge of new and emerging communications technologies and channels.
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- Proven skill in relationship management and achieving results using a collaborative approach
- Demonstrated success in leading change efforts and demonstrated high level of organization and ability to manage high volumes of activity and change
- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders including among others, employers, the media, the public, and funders.
- Strong understanding of the customer lifecycle and the applications to customer recruitment, retention and recognition
- Strong experience in leading employees within an integrated and collaborative team environment; a positive team approach to working with colleagues and media partners
- Advanced MS Word, Excel, PowerPoint
- Advanced social media experience

Nature and Scope

- **Contacts:** Internal: Associate Provost, Co-operative and Experiential Education, Director, Employment Relations, Director, Student and Faculty Relations, Director, Operations (CEE), Director, WatCACE, Director, WatPD, Director, Centre for Career Action, VP, University Relations; Director, Media Affairs, Associate Vice-President, Marketing and Strategic Initiatives, Associate Vice-President, Communications; Associate Vice-President, Government Relations, Senior Director, Community Relations and Events, Director, Integrated Communications, Associate Director, Creative Services, other University Relations leaders and staff, Advancement and Alumni Office leaders and staff; Director, Marketing and Undergraduate Recruitment; Faculty and College Heads, Human Resources leaders and staff; Co-operative Education management team and staff; students; student representatives External: Senior human resources and business leaders of domestic and international organizations; campus recruiters, UW alumni; government and business development organizations; Canadian consulates, suppliers of marketing services or products; trade organizations.

- **Level of Responsibility:** This role requires a very high level of leadership, negotiation, influencing and coaching skills, as well as the ability to interact effectively with current or prospective employers from junior campus recruiters to senior executives. With co-leadership of the business development function, the incumbent must be adept at achieving agreement and managing relationships in potentially stressful situations. The incumbent interacts with colleagues across the university and at all levels to develop and build awareness, understanding and competency in communications, marketing, and job development. Internally, the incumbent communicates with all employees in all groups and departments and at all levels to deal with, influence and motivate others, often with different perspectives and concerns.

- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for communications, marketing, market research, job development and employer recognition, engagement and retention. communications and and addressing the changes to strategic business plans by consulting directly with the Executive Director and potentially other senior administrators within the university as appropriate. The position will independently make high-risk decisions that have significant consequences on the reputation of CECA, the university and on the campus community. The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies within a highly complex institution and competitive marketplace and the role of marketing and communications in achieving CECA’s and the University’s stated goals. The position is expected to bring innovative approaches and new concepts and models to communications, marketing and job development, employer engagement and recognition programs. The incumbent will resolve problems of multiple conflicting priorities, vendor problems, and requests or complaints from CECA staff. Escalation of problems to the Executive Director is expected to be minimal. The incumbent is fully accountable for decisions within the unit, including hiring decisions and performance evaluations, and uses judgment to determine when and
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how to escalate issues to the Executive Director or elsewhere at Waterloo. The incumbent will make decisions on marketing products or services, venues for events, etc. The role is accountable for staffing, travel and associated costs for the unit, approves staff travel expenses and signs off performance evaluations and ratings for indirect reports. The incumbent also develops, tracks and reports on a communications and marketing budget and chooses vendors and products to maximize the value of the annual marketing spend.

- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in slight fatigue, strain or risk of injury. Occasional lifting and carrying of work-related materials or equipment up to 30 lbs may be required.

- **Working Environment:** Involves moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. There may be unusual hours or schedules due to travel to the US or outside North America (i.e. across multiple time zones), irregular and/or high volumes, multiple and/or tight deadlines beyond one’s control, and constant interruptions.