

Job Description

Job Title:	Manager, Marketing Outreach
Department:	CECA
Reports To:	Director, Communications & Marketing
Jobs Reporting:	Business Developer (2 – working remotely), Marketing Coordinator (2-3), Leads Coordinator, Marketing Assistant
Salary Grade:	USG 11
Effective Date:	March 2017

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 Manager, Marketing Outreach plays a critical leadership role in achieving the department's objectives to increase student employment through the recruitment of new employers and the retention of the existing employers in Canada and internationally. The incumbent is accountable for leading the development of the business development strategy specific to lead generation activities, lead management processes and the supporting technology. The incumbent will be accountable for maintaining the contact management system, and developing efficient, productive and effective processes to facilitate an increase in student employment. Business Development is the greatest priority for this role. Approximately 60% of the incumbent's time will be spent leading, guiding, assessing and reporting on all of the activities from sales training and marketing to lead management and conversion to student jobs.

To retain our current employers and to support increased hiring from this employer base, the Manager, Marketing Outreach plays a key strategic role in developing a robust employer engagement and recognition framework and strategy and in implementing events, activities and campaigns. The incumbent is accountable for the development, implementation and assessment of a strategic events plan with over 50 annual industry conferences, tradeshows and sponsorships to engage with prospective employers across Canada and the United States. The incumbent is accountable for all aspects of the event plan from overseeing the logistics and bookings, branded premium items, staffing and the overall representation of CECA and the University of Waterloo to leverage the UWaterloo brand and reputation. The incumbent is also accountable for producing stand-alone events to recognize and engage with our employers such as top employers' receptions and awards and employer speaking panels. The incumbent also seeks opportunities to connect our employers with campus partners such as Advancement, Alumni, or Research.

The incumbent manages a sizeable portion of the overall Communications & Marketing budget and is accountable for maintaining the budget on a regular basis to be up-to-date with all expenses tracked, monitored and reported regularly. This role manages significant relationships with CECA, across campus, across industry associations and across CECA's vast employer network.

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.

Lead business development to support current or increased employment rate for all programs in Canada and internationally aligned with a business development strategy and plan and in partnership with the Employment Relations team

- Lead the virtual business development team to create a business development strategy and plan
- Lead the regular reporting of progress to the CECA executive team and share with the CECA management team

Job Description



- Lead the definition and implementation best practices for business development in Canada and internationally
- Lead the development of processes, metrics and reporting to demonstrate the effectiveness of lead generation activities and events
- Lead the development, management and measurement of the impact of targeted marketing approaches to enhance the quality of the leads pipeline and funnel
- Lead the direction of marketing plans, events and activities through data-driven decision-making in alignment of market research and areas of labour growth in Canada and internationally.
- Research and implement technologies to facilitate enhanced lead capture (e.g. iCapture) and more effective data entry to the contact management system (SalesForce)
- Partner and engage with employment relations to align with the regional job development plans to increase the reach and effectiveness of the regional and program-specific job development plans
- Achieve business development goals as set annually
- Implement the business development plan activities and monitor results
- Deliver successful results based on annual employment targets

Lead the development and implementation of integrated strategic marketing plans and events to increase relevant job postings with prospective employers

- Develop program and industry specific inbound and outbound marketing campaigns and integrated activities
- Develop, implement and assess the outcomes of a strategic events plan with over 50 annual industry conferences, tradeshows and sponsorships to engage with prospective employers across Canada and the United States.
- Oversee the logistics and bookings, branded premium items, staffing and the overall representation of CECA and the University of Waterloo to leverage the UWaterloo brand and reputation.
- Create a measurement framework for initiative to assess success and areas for improvement
- Create reports to share information about each initiative
- Define the market research requirements and work with Manager, Market Research to target marketing initiatives effectively
- Work in partnership with the Manager, Strategic Communications to design and deliver innovative, branded campaigns, presentations and sales and marketing materials online and in other media.

Lead the development and implementation of an employer engagement, recognition framework and related events and activities to leverage and maintain our current employer relationships

- Engage stakeholders from CECA and across the University to create an overall guiding strategic plan for a sustained approach to employer engagement and employer recognition
- Lead the planning and implementation of the employer engagement and recognition strategic plan
- Define success measures, development an assessment mechanism for each initiative and reporting plan
- Produce stand-alone events to recognize and engage with our employers such as top employers' receptions and awards and employer speaking panels.
- Seek opportunities to connect our employers with campus partners such as Advancement, Alumni, or Research.

Increase the effectiveness, productivity and efficiency of business development, marketing and outreach practices and processes.

- Ensure practices and processes are documented clearly and shared with appropriate individuals and teams
- Review practices and processes to assess effectiveness and efficiency and establish ongoing feedback opportunities to evaluate success
- Explore and implement technology, processes and practices that can improve productivity and effective use of time, budget and team members
- Explore and implement innovative approaches that can differentiate the employer experience with CECA and the University of Waterloo and increase the value for the employer
- Develop training for staff members to create consistent practice and processes

Job Description



- Lead the team's annual planning process, assess and share performance expectations and results

Lead and manage a high-performing, resilient team and ensure delivery of results in support of the University's Basic Principles and CECA's vision, mission and guiding principles

- Support staff to be successful in their roles
- Support team-building within the Communications and Marketing team and within CECA
- Create opportunities for high levels of communication and collaboration within the Marketing Outreach team, the Communications and Marketing team, CECA and the University overall

Required Qualifications

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

Education

- University undergraduate degree in communications, marketing, business, social sciences, or related discipline

Experience

- At least 10 years of experience in a marketing, account management or business development role
- 7 or more years of inbound and outbound marketing experience
- Must be a systems-thinker with experience working successfully within a highly-matrixed organization to maximize all opportunities to meet priorities
- Solid understanding, experience, and successful track record with:
 - Customer lifecycle management
 - Inbound marketing
 - Outbound marketing
 - Loyalty, recognition and reward programs
 - Sales and business development
 - Sponsorship programs
 - Event management
 - Writing for and producing digital media
 - Utilizing emergent social media and new media communications to engage stakeholders in robust dialogue and interaction
 - Production processes for all media formats from print to digital media
 - Contact management systems
 - Lead management processes
- Excellent marketing writing and presentation capability with a demonstrated track record of success
- Solid research skills using face-to-face interviews, the internet or phone to source creative options for business development or loyalty marketing
- Strong leadership experience and people management experience
- Outstanding detail-orientation is imperative for success in this role
- Strong knowledge of strategic talent management and campus recruitment

Job Description

- Knowledge of Co-operative Education and Career Action or a similar organization is desirable
- Experience working within a corporate workplace and an understanding of the various corporate functional areas is desirable

Technical Skills:

MS Word	Excel	PowerPoint	Contact Management System	WaterlooWorks	Automated Marketing Software	Social Media
Advanced: Full functional ability to use the features of Word with no training.	Average: Use of basic excel functionality in spreadsheet format: data entry, use of formulas, creation of charts etc.	Advanced: The ability to create branded presentations utilizing the full functionality and features of PowerPoint such as animation and embedded exported media files within a presentation.	Advanced: the ability to manage and oversee a leads database and related processes and reports	Average: The ability to review the dashboards, job postings and employers and to conduct associated searches within Waterloo Works	Advanced: The ability to develop and implemented targeted marketing campaigns	Advanced: Full functional ability to utilize social media channels effectively such as LinkedIn, twitter, Instagram

Interpersonal Skills:

The Marketing Outreach Manager has excellent leadership skills and demonstrates an ability to plan strategically and implement tactics flawlessly. The Manager must demonstrate a commitment to continuous improvement and focuses on producing tangible results through rigorous measurement and monitoring. With excellent organizational and administrative capabilities and time management skills, the Marketing Outreach Manager has a high tolerance for multi-tasking and last minute changes. The Marketing Outreach Manager has excellent written, presentation and verbal communication skills, and brings a strong team work ethic and collaborative approach to their work. A high tolerance for ambiguity is a critical requirement coupled with a strongly self-motivated attitude that can manage conflict constructively. A flexible approach with a can-do attitude is essential. The Marketing Outreach Manager must be approachable, people-oriented, and values building a strong team and constructive work environment.

Nature and Scope

- **Contacts:** The incumbent will work closely with all units within CECA and will collaborate with several campus partners (Marketing and Undergraduate Recruitment, Advancement, Alumni, Research, etc). The Marketing Outreach Manager will work directly with employers, students and faculty members as required. The incumbent will also manage a broad range of external relationships with vendors, service providers and conference organizers, industry associations, consultants, etc.
- **Level of Responsibility:** The incumbent manages 6-9 direct reports based on campus and in remote offices off-campus. The Manager, Marketing Outreach is an active participant in the CECA Management team and plays a key role in CECA strategic planning. The incumbent co-leads a virtual business development team based in regions across Canada. The Manager, Marketing Outreach is accountable for a sizeable portion of the Communications & Marketing budget and tracks each expense in detail. The incumbent also co-facilitates new

staff training and orientation for CECA at the beginning of every term. The Manager, Marketing Outreach also leads the planning of the bi-annual CECA all staff meeting and the management team meetings. The incumbent coaches and mentors junior staff and leads the entire Communication and Marketing team in team-building and in team development such as facilitating and delivering an inclusivity workshop. 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:** The Marketing Outreach Manager makes decisions related to the development and implementation of the business development plan and the marketing outreach plan. The incumbent is accountable for implementing the plans in alignment with CECA business goals and priorities and the strategic marketing plan. The Manager makes decisions to secure vendor contracts for event venues and related items such as audio-visual services. The manager also manages the production of various activities and the related budget. The Manager, Marketing Outreach is expected to work with minimum daily supervision and is empowered to make critical decisions such as staffing and budget for the Marketing Outreach team.
- **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. Lifting and transportation of marketing materials and exhibit booth components, etc are a requirement of this role.
- **Working Environment:** This campus-based role involves minimal psychological risk resulting from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. This role involves occasional travel across Canada or internationally for marketing events, 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 marketing 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 CECA or within the University and must be delivered on time and on budget.