

Job Description

Job Title:	Marketing Outreach Business Development Manager
Department:	Co-operative & Experiential Education (CEE)
Reports To:	Director, Employment Relations
Jobs Reporting:	Business Development Co-ordinators, Marketing Outreach Co-ordinators, Business Development and Industry Strategists, Faculty Business Developers
Salary Grade:	USG 12
Effective Date:	July 2023

Primary Purpose

The Marketing Outreach Business Development Manager (MOBD Manager) leads, manages, and coaches a team of Marketing and Business Coordinators, Business Strategists and Faculty Business Developers who are responsible for building productive relationships with new employers, leading to job opportunities for our students. The MOBD Manager plays a critical leadership role in achieving Co-operative Education's objective to increase student experiential learning employment opportunities. The MOBD Manager creates and implements an integrated strategic business plan that expands Nationally to increase relevant job opportunities with prospective employers. The MOBD Manager works closely with the Regional Managers to support regional business development plans that align with the central Business Plan and Industry Priorities. The MOBD Manager collaborates with the Communications, Digital Experience and Employer Engagement Managers to ensure support is in place to successfully execute the Central Business Development Plan.

Key Accountabilities

Create, lead, and execute Co-op business development strategies that will successfully achieve targets for all programs in relation to employment and quality learning experiences.

- Create a National business development strategy and a multi-year plan with an associated measurement framework and key performance indicators for business development activities and events
- Establish yearly Business Development targets and lead the Marketing Outreach Business Development team to reach/exceed overall employment targets in collaboration with the Data Analytics Reporting team
- Coach new business developers on sales techniques to recruit new employers and guide employers through the sales cycle resulting in increased relevant job postings and student hires. Coaching is delivered through team meetings, 1:1 connections, and strategic conversations
- Lead the direction and implementation of business development plans through data-driven decision-making in alignment with the economic market and areas of labour growth/shortage in North America
- Work closely with Regional Managers to support regional job development plans and activities that align with our business development Industry priorities
- Create program-specific job development plans to support identified academic focus programs alongside the Associate Directors, Co-op and Student Faculty Relations team
- Lead job development for new and strategic programs aligned with our University and CEE strategic plans

- Represent CEE as part of Industry Conferences, Events, Summits and Panel Discussions to promote Co-operative Education and our University brand Nationally
- Promote CEE’s strategic pillars; Future Proof Employers and Demonstrate Global Leadership
- As part of Employment Relations budget, the MOBD Manager works alongside the Director to establish and manage the budget allocated to business development and the MOBD Manager is accountable for monitoring the budget on a regular basis to ensure fiscal responsibility

Collaborate with our on-campus partners to support our business development plans and increase relevant job postings with prospective employers for CEE.

- The Marketing Outreach Business Development Manager works with the Communication and Digital Experience teams to establish a strategic Marketing plan that supports and enhances the Business Development strategic plan. These strategic plans will align with our Industry Priorities and Economic forecast and create new employer engagement/opportunities
- Oversee the Marketing Outreach Coordinator in the creation of yearly event plans that support our Industry Priorities and Business Strategy that highlights UW Co-op, creates networking opportunities, and spotlights our University Brand Nationally
- Collaborate with the Manager, Strategic Stakeholder Engagement to ensure employer engagement events are leveraged for business development
- Create a measurement framework to assess the outcomes of promotional plans and share findings/reports with internal stakeholders and senior leaders
- Work in partnership with the Managers, Strategic Communications and Digital Experience to design and deliver innovative, branded campaigns, presentations and sales and marketing materials online and in other mediums
- Engage collaboratively with our CEE partners to strengthen relationships, leverage knowledge and connection to create a referral network; Alumni, Office of Research, Senior Development Officer, Academic Support Units, Student & Faculty Relations team, WxL, WatSPEED

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

- Responsible for the development and execution of best practices and processes that ensure effectiveness, efficiency and success in meeting the strategic goals of CEE and the needs of our stakeholders
- Ensure practices and process are documented clearly in a Best Practices & Training Guide and shared with relevant individuals and teams
- Explore and implement technology, processes and practices that can improve productivity and effective use of time
- Lead initiatives that promote continuous improvement, quality of service and positive outcomes in a collaborative and professional manner with our campus partners

Lead and manage a high-performing team and ensure the delivery of results in support of Co-operative Education mission, vision and guiding principles.

- Develop staff to be well versed in the sales cycle and can implement associated techniques to acquire and retain new business
- Maintain a high level of staff performance by providing effective management, supervision, coaching and professional development opportunities
- Plan, set and achieve individual and team targets on a yearly basis
- Set goals and expectations and help staff create clear paths to success
- Manage performance through both formal (performance appraisal) and informal methods such as regular feedback, coaching and one-to-one meetings
- Recruit, hire, train a diverse group of individuals who will be successful in their roles as per our HR policies and best practices

Provide Marketing and Business Development leadership, direction and strategic planning within Co-operative Education and UW.

- Champion mission, vision and guiding principles and play a leadership role in ensuring the work the team does aligns with broader CEE objectives; measured through the achievement of CEE goals
- Monitor business practices to ensure that Co-operative Education has the appropriate practices and processes to work effectively internally and represent UW externally
- Share business strategic plans with faculty and senior managers that promote and impact our employment numbers

Lead the development of new capabilities required by the introduction of new systems, tools, or processes.

- As a Project Manager, lead the identification, development and implementation of projects to improve service quality, relationships, stakeholder satisfaction, timeliness, staff capability and performance
- Develop internal/external customer service standards, monitors satisfaction with service delivered and take action to restore and enhance service quality
- Lead and participate in working groups, Initiatives, committees, and projects that builds on new and existing best practices and continuous improvement

**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 undergraduate degree is required, Business or equivalent is preferred
- Additional credentials in Sales, Marketing and Project Management

Experience

- 10 years of experience in a business development, growth marketing role is required
- A minimum of 5 years of experience leading and managing a diverse, sales orientated team
- Experience in leading marketing and sales projects with a track record of success
- Experience developing and deploying marketing strategy and materials with proven results
- Demonstrated experience as a strong business and people leader, who has led a team of professionals charged with delivering business results, and successfully managed their team and individual performance against those results
- Proven experience liaising and developing collaborations and partnerships with senior managers, staff, students, employers, government and industry partners at a provincial and national level
- Recruiting, hiring, training new staff through the lens of Equity, Diversity, Inclusion, Accessibility and Anti-racism
- Successful in leading / managing a remote workforce is preferred
- Experience in working within a University environment and experience with co-op education is beneficial

Knowledge/Skills/Abilities

- Excellent verbal and written communication and interpersonal skills
- Demonstrated critical thinking, problem solving and decision-making skills
- Ability to design and execute business proposals, strong project management skills (ability to lead initiatives, committees, projects to success)

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- Proven financial/budget administration experience
- Understanding of provincial and federal funding opportunities an asset
- Demonstrated high level of organization and ability to manage high volumes of activity and change
- Solid understanding, experience, and successful track record with Marketing and Sales Fundamentals
- Strong understanding of the customer lifecycle and the applications to customer recruitment, retention, and recognition
- Advanced understanding of MS Office Suite, CRM, marketing automation, presentation software and social media tools

Nature and Scope

Contacts: The Marketing Outreach Business Development Manager will work closely with all units across the CEE portfolio and will collaborate with several campus partners (Marketing and Undergraduate Recruitment, Advancement, Alumni, Research, etc). The MOBD will work directly with employers, students and faculty members as required. They will also manage a broad range of external relationships with vendors, service providers and conference organizers, industry associations, consultants, etc.

Level of Responsibility: The Marketing Outreach Business Development Manager is an active participant in the CEE Management team and plays a key role in Co-operative Education strategic planning. They will lead a business development and marketing team centrally based across Canada. The MOBD Manager is accountable to a budget and tracks each expense in detail.

Decision-Making Authority: The Marketing Outreach Business Development Manager makes decisions related to the development and implementation of the business development and marketing plans. They are accountable for implementing the plans in alignment with Co-operative Education's business goals and priorities and the strategic marketing plan. The MOBD is expected to work with minimum daily supervision and is empowered to make critical decisions such as staffing and budget for the Marketing Outreach Business Development team.

Physical and Sensory Demands: The Marketing Outreach Business Development Manager will work in a fast-paced environment with several daily interruptions such as email and telephone calls. 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 role involves moderate psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. This role involves some travel, 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 Co-operative Education or within CEE and must be delivered on time and on budget. This role may experience deprivation caused by isolation due to working from a home office. Travel to campus and across Canada/US may be required to attend meetings, conferences, speaking engagements and events.