

Job Description

Job Title:	Manager, Marketing and Communications
Department:	Housing & Residences
Reports To:	Assistant Director, Housing Occupancy and Marketing Services
Jobs Reporting:	Specialist, Digital Design; Specialist, Communications; Coordinator, Residence Ambassadors; Specialist, Marketing
Salary Grade:	USG 10
Effective Date:	November, 2017

Primary Purpose

The Manager, Marketing and Communications provides strategic oversight for Housing & Residences' marketing and communications. The incumbent is accountable for planning, creating, coordinating and evaluating integrated marketing communications plans that support the University, as well as department strategic plans. This role is also responsible for leading the Marketing and Communications team, collaborating with Housing & Residences and campus partners.

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.

Strategic marketing and communications plans and programs

- Develops, analyzes and reviews marketing and communications plans using success metrics that can be clearly identified and measured
- Creates and directs communications across multiple channels to enhance the Housing & Residences image, profile and reputation
- Manages key Housing & Residences messages for marketing and communication materials in all media formats: print, web and social media
- Leads staff, departmental colleagues and on-campus partners in executing plans, and provides metrics to illustrate their effectiveness
- Oversees strategies to guide content marketing and communications design and development

Collaborate and consult

- Builds and nurtures relationships within the department and provides expertise, support and resources for all marketing and communications initiatives
- Develops and fosters collaborative relationships with key campus partners to help communicate our residence message and its contribution to the university's academic mission
- As the key Marketing and Communications contact, proactively coordinates regular meetings with partners to create awareness
- Works closely with peers to create an integrated and consolidated marketing approach
- Participates in all University of Waterloo recruitment initiatives and events, including special visit days, the Ontario Universities' Fair and specialized events in conjunction with the Registrar's Office's recruitment

Maintain a positive department reputation

- Ensures superior communications that supports the Housing & Residences reputation and aligns with campus and departmental priorities
- Advances the department's overall image and reputation using a variety of media, including the website, and social and print media
- Creates and oversees new tools to help with brand consistency and streamlines marketing processes across the department

Job Description



- Oversees Housing & Residences student communications in emergency or crisis situations
- Recommends enhanced communications and marketing strategies, while keeping current with best practices and trends

Develop engaging and relevant marketing materials

- Understands and applies competitive positioning to stay on the leading edge of the residence market
- Enhances strategies by maintaining a clear understanding of the generational characteristics of students and their needs at different stages and cycle of the applicant funnel
- Understands and keeps current with respect to the student housing market, especially the local market
- Develops and supports new target groups working with campus partners, to develop plans best suited for their audiences
- Provides strategic oversight of ongoing dialogue with students that seeks input, advice and ideas to assist our team with growing the demand for living on campus
- Assesses and develops marketing materials to keep Housing & Residences engaging, current and relevant, while reflecting the department's goals

Manage and oversee the performance and development of the Marketing and Communications team

- Manages, coaches, trains and mentors staff to meet Housing & Residences goals
- Leads collaborative projects, sets clear and reasonable expectations, and establishes a strong foundation for high performance and successful results
- Assesses performance and provides feedback on a regular basis
- Creates and maintains a work environment that fosters, recognizes and rewards supportive mentorship, professional quality, respectful communication, creativity and positive energy
- Sets employees up for success by providing feedback and support so they are best able to reach their annual goals, objectives and full potential
- Provides professional development and learning opportunities for staff

Required Qualifications

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

Education

- Completion of a Bachelor's degree in Business, Marketing, Communications or equivalent post-secondary degree and experience

Experience

- Minimum of 7 years leadership experience in a business marketing and/or communications role is required, preferably in an educational setting or in the hotel/hospitality industry
- Minimum of 3 years experience supervising, evaluating and developing employees is required
- Proven ability, extensive experience, and strong understanding with respect to integrated marketing and communications strategies within a highly complex institution and competitive marketplace
- Strategic-planning proficiency, with evidence of critical-thinking and analytical skills, to enable communications and marketing plans assessment, and contributions to change management
- Skill in quickly assessing needs and producing high-quality, innovative, and accurate solutions with a high degree of creativity and originality
- Strong organizational and project management skills coupled with the ability to work independently, handle multiple tasks, set and meet deadlines and excel in a fast-paced environment characterized by changing target markets
- Ability to thrive in, and contribute to, an integrated and collaborative team environment while applying a positive team approach to working with colleagues and on-campus partners
- Experience in hiring, supervising, evaluating, and developing employees while developing and managing a budget

Job Description



- Flexibility, diplomacy, sound judgment and relationship-management skills, coupled with the ability to influence and motivate others, is essential

Knowledge/Skills/Abilities

- Advanced knowledge of processing, presentation and spreadsheet software
- Experience with digital and social media channels
- Intermediate web/online competence
- Planning tools such as project management software
- Working knowledge of data analysis software to analyze Marcom trends

Nature and Scope

- **Contacts:** Internally, this position requires exceptional relationship management skills to foster and strengthen relationships within Housing & Residences. Externally, this position communicates and collaborates with other departments on campus to foster opportunities to inform, influence, educate and promote the Housing & Residences profile.
- **Level of Responsibility:** Team management, leadership, strategist, key partner liaison
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of developing and putting marketing and communications strategies into use, including market research. Providing ongoing oversight and deductive reasoning to ensure the alignment of work towards the department's priority goals and objectives. Provides advisement to the Admissions & Marketing Director on trends, issues that may have major impact on the program and services offered. Contributes towards budget development and oversight towards expenditure and approval.
- **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.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities. Occasional work outside the normal operating hours of the institution.