

## Job Description



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<b>Job Title:</b>	Graduate Studies Marketing and Recruitment Specialist
<b>Department:</b>	Dean's Office, Faculty of Environment
<b>Reports To:</b>	Executive Officer, Faculty of Environment Functionally to the Associate Dean of Graduate Studies
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	October 2020

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### **Primary Purpose**

Responsible for establishing and managing the process and framework by which Environment meets its graduate enrolment management goals, including developing an integrated marketing, recruitment, and communications plan and conducting research and data analysis to inform strategies, messaging, and positioning. Plays a key role in engaging and educating Environment faculty, staff, students, and alumni with respect to enrolment management, thus having a significant impact on the successful achievement of institutional enrolment management, retention, and revenue goals.

### **Key Accountabilities**

#### **Responsible for providing expertise to develop and implement a marketing plan and recruitment strategy that will attract the best and brightest graduate students to enroll in the Faculty's graduate programs**

- Work with the Associate Dean and Graduate Associate Chairs/Directors in the academic units to establish enrolment priorities and develop an Environment graduate program marketing plan and recruitment strategy.
- Based on Faculty enrolment management goals, conduct research and analysis, and create effective evidence-based graduate, marketing, recruitment and communications plan aligned with Environment goals, including but not limited to specific strategic objectives; key messages; resource allocation; positioning; and the operationalization of print, web, social media; relationship-building; and event strategies.
- Responsible for applying the UWaterloo recruitment brand and visual identity frameworks to Environment graduate marketing and communications strategy development.
- Responsible for developing effective solutions to problems that impact recruitment and determining initiatives that support a student-centred approach, focusing on high-touch customer service and conversations.
- Identify and profile target audiences for the Faculty's various graduate programs.
- Execute marketing plans for a variety of graduate programs.
- Identify and implement appropriate measures to evaluate success of the marketing plan and recruitment strategy and execute improvements to the plan and recruitment experience.
- Contribute Environment expertise to inform institutional marketing strategies and leverage university-wide enrolment management strategies in the creation of the Environment marketing, recruitment, and communications plan.
- Identify, develop, promote and attend recruitment and graduate student engagement events and activities.
- Provide event updates and liaise with appropriate individuals inside and outside the University.
- Evaluate events and provide recommendations for improvement.

**Responsible for developing an evidence-based integrated graduate communications plan aligned with the Environment enrolment management goals, including print, web, and new media strategies**

- In consultation with the academic units, undergraduate marketing and communications staff, identify key messages for each program and target audience.
- Manage related communications strategies from inception to successful completion, including but not limited to creating specific communications strategies for graduate recruitment, determining the mix and timing of communication strategies as well as the content and key messages to be included at all stages of the enrolment funnel, ensuring the accuracy of all information, and implementing a quality control process.
- Develop and write strategic, student-centred graduate recruitment communication, including but not limited to print pieces, websites, and new social media initiatives, applying the UWaterloo positioning framework, ensuring that such initiatives reflect the university's reputation for high quality and innovation, and verifying the integration of all strategies.
- Leverage technology to achieve the objectives of the marketing, recruitment, and communications plan, including but not limited to the incorporation of new social media strategies to engage prospects in conversations.
- Manage relationship with Creative Services, supervise and coordinate the production process, including the negotiation of production schedules, budgets, and the optimal way to communicate messages graphically.
- Research, write and produce graduate-studies promotional material.
- Identify and produce student, professor, employer, alumni and other appropriate testimonial stories in liaison with the academic units and Faculty communications staff in order to create customized content to support all Environment graduate programs.
- Write and produce electronic and print advertising as required; identify and coordinate appropriate placement.
- Develop and implement strategies for promoting graduate studies and maintaining contact with prospective students.
- Plan and organize the launch of new graduate programs.

**Understand and apply current, relevant market research and institutional knowledge**

- Keep fully informed and knowledgeable about all aspects of programs, admissions, student life, visual identity and branding, success after graduation, and other issues related to prospective graduate Environment students, applicants, and admitted students, including all relevant research, communications, recruitment initiatives, and how any changes impact the strategies for which they are responsible.
- Maintain a clear understanding of generational characteristics, the needs of all audiences at different stages throughout the enrolment management funnel, and the motivations of prospective graduate students.
- Research and recommend continual improvements to Environment marketing strategies and policies, and keep current with respect to best practices, the individual differentiating strengths of each Environment program, and the most effective methods of recruiting students to Environment programs.
- Keep up to date with trends in recruitment, marketing, and communications; as well as the recruitment and communications practices of Environment competitors.
- Understand the role of research in evidence-based strategies, and with the collaboration of the Associate Dean, Graduate Studies, as appropriate, establish objectives; and design, conduct, and analyze research to inform the decision-making, strategy development, messaging, and budget; to

determine the optimal methods of evaluating the impact and effectiveness of the strategies for which they are responsible; and to ascertain and recommend the most effective enhancements.

- Conduct quantitative and qualitative surveys, such as but not limited to questionnaires, interviews, focus groups, and secondary data analysis.
- Effectively interpret research findings to determine relevance to the Environment marketing, recruitment, and communications plan and specific communications strategies; present the results to Environment stakeholders to gain buy-in for the recruitment approach; and make informed and actionable recommendations to guide Environment in achieving enrolment and retention goals.

### **Collaborates, advises, and consults**

- Advise the Associate Dean, Graduate Studies and work collaboratively with Dean's office team members to advance Environment's enrolment goals.
- Work collaboratively and provide advice from a Faculty perspective with Graduate Studies and Postdoctoral Affairs team members who provide support, expertise, and resources to inform the UW marketing, recruitment, and communications plan.
- Interact and collaborate with Graduate Studies and Postdoctoral Affairs, as well as Environment administrators, faculty members, and staff in order to provide and obtain advice and to gather information to effectively inform the development and delivery of a comprehensive Environment marketing plan, including specific recruitment and communications strategies.
- With recognition and understanding of the disparate priorities and opinions of Environment departmental personnel, proactively negotiate and build effective relationships with stakeholders, such as faculty, staff, current students, and alumni, to engage and educate them with respect to key value propositions and the importance of a student-centred approach to recruitment.
- Proactively and effectively manage and balance the expectations of Environment faculty members to achieve enrolment goals.

### **Project manages work flow and business practices**

- Assume project management and problem-solving responsibilities for all initiatives, including personnel, resources, time, and budget, ensuring proper monitoring and control of expenditures that result in the prudent use of institutional resources, value for money, and fiscal control so that the strategies for which they are responsible are delivered on budget.
- Determine and apply appropriate key metrics for measuring the success of Environment graduate initiatives
- Build data driven cyclical reporting on Faculty recruitment to develop and enhance marketing plan and recruitment strategy.
- Report the outcomes of recruitment efforts, and incorporate recommendations for improvement into the marketing plan and recruitment strategy.
- Create and update an annual tactics document that details the activities for which they are responsible.
- Develop, write and follow the Marketing Action Plans that accurately documents all components of each particular marketing strategy for which they are responsible, and shares with stakeholders across the Faculty.

### **Other recruitment and administrative functions, including but not limited to:**

- Understand admission requirements of each graduate program and maintain knowledge of internal and external graduate funding sources as well as post-graduation career options.
- Represent Environment graduate recruitment interests at meetings and program activities as appropriate to ensure accuracy and currency of knowledge.
- Other duties as assigned.

## Job Description



*\*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**

<b>Education</b> University degree required; Master's or equivalent strongly preferred.
<b>Experience</b> <ul style="list-style-type: none"><li>• At least five years of demonstrated experience preparing marketing plans informed by market research and data analysis.</li><li>• At least three years' experience in student recruitment, preferably at the graduate level is an asset.</li><li>• Minimum of five to seven years of digital or web marketing and communications experience.</li><li>• Proven writing ability in a variety of formats including web, brochures, advertising, and media.</li><li>• Successful experience working independently and within a team environment; ability to work collaboratively with others in academic and administrative units.</li><li>• Successful experience meeting multiple and concurrent deadlines and managing small and large-scale projects.</li><li>• Solid knowledge of both English grammar and the specialized requirements associated with writing for the web.</li></ul>
<b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• Independent judgement in areas of time management, task prioritization and decision-making.</li><li>• Proven ability to manage a large volume of work, conflicting priorities and deadline.</li><li>• Strong verbal communication ability and presentation skills.</li><li>• Ability to integrate digital and traditional marketing and communications programs to support graduate recruitment and enrolment goals.</li><li>• Ability to build consensus and foster teamwork among a variety of stakeholders</li><li>• Thorough understanding of social media is essential.</li><li>• Imagination and creativity.</li><li>• Analytical and problem-solving skills.</li><li>• Negotiating skills.</li><li>• Ability to develop and maintain effective working relationships.</li></ul>

### **Nature and Scope**

- **Contacts:** Internally – Liaison with the Environment Associate Dean, Graduate Studies; University Graduate Studies Postdoctoral Affairs; Academic unit Chairs / Directors; Associate Chairs/Directors of Graduate Studies; Academic Unit Graduate Staff; Faculty Administrator of Graduate Studies; Faculty Communications staff; Undergraduate Marketing staff; faculty members; current graduate students; university staff; co-op students and student volunteers as required. Externally – alumni; prospective graduate students; Creative Services staff; event suppliers.
- **Level of Responsibility:** Project manages a Faculty-wide function for the successful creation and execution of effective marketing and recruitment strategies that are consistent with Environment enrolment management goals and are implemented within the context of UWaterloo marketing and communication activities, ensuring the high quality and accuracy of all initiatives, thus safeguarding the UWaterloo reputation and contributing to the achievement of institutional enrolment management, retention, and revenue goals.

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- **Decision-Making Authority:** Continually makes decisions about the most effective methods of creating and operationalizing the Environment marketing, recruitment, and communications plan, including market research and analysis, organization of resources, personal interactions and collaboration, work flow, consultation, budget, and other key accountabilities; determines the optimal course of action to solve problems and to exert a positive influence on other stakeholders.
  - **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:** This position involves office work in a comfortable indoor area. Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project. management-level responsibilities; intermittent work outside the normal operating hours of the institution and the occasional travel.