

Class No.:	Administrator
Original Date:	October 2019
Revision Date:	September 2021 July 2024
Pay Group:	13

## **DIRECTOR, MARKETING & DIGITAL EXPERIENCE**

### **NATURE AND SCOPE OF WORK**

The director, marketing & digital experience leads the strategy and implementation of marketing and digital initiatives to elevate the reputation of Capilano University and support its awareness, recruitment and engagement goals. The director oversees the University's brand identity and expression, marketing, advertising, creative development and primary web properties.

Blending both creative and data-driven skill sets, the director delivers impactful traditional and digital marketing strategies from concept through to completion. They continually seek opportunities to optimize digital channels by analyzing market-driven and performance data to inform decision-making related to content creation, campaign optimization, user acquisition and conversion. This vital role will influence and drive lasting efforts in the student journey and the University's digital experience, therefore, it requires a strong focus on building and maintaining relationships across the University and externally with partners.

The director reports to the vice president, university relations and works closely with key representatives in recruitment, communications, digital technology services, faculties, registrar's office, centre for international experience, philanthropy & alumni relations and others to ensure engagement and collaboration at all levels.

### **ILLUSTRATIVE EXAMPLES OF DUTIES**

- Creates the University's annual marketing plan in alignment with the Envisioning 2030 plan, including measures that set the direction for the University's digital engagement strategy.
- Oversees the University's brand identity and expression and maintains brand resources, templates and guidelines for the University community.
- Leads and oversees marketing initiatives and advertising campaigns for the University, including at the institutional, departmental and faculty level.
- Champions the user experience and leads the continuous improvement of Capilano University's primary web properties in alignment with Envisioning 2030, the University's brand and its engagement goals.
- Provides guidance and mentorship to direct reports by ensuring the appropriateness and currency of job responsibilities, initiating and hiring recruitment for employees, providing or directing the provision of training and development, evaluating performance, approving leaves of absence and responding to issues with empathy and professionalism.



- Leads the development of the department's budget and expenditure proposals to ensure strategic marketing and digital outcomes are achieved, and spending is monitored and balanced on an ongoing basis.
- Commissions reports, audits, reviews and tests to measure the effectiveness of marketing strategies, campaigns and the user experience.
- Chairs the University's Marketing Council to provide thought leadership to the University community and support collaborative ideation and decision-making.
- Oversees website governance and develops associated policy, guidelines, procedures and processes that enable effective digital strategies; mitigates potential risks and ensures the highest standards of quality, consistency, accessibility and brand alignment are applied.
- In collaboration with digital technology services, identifies, assesses and implements web platform and process improvements to meet user needs and University goals.
- Acts as the content authority of [www.capilanou.ca](http://www.capilanou.ca) and oversees information architecture, design and content management.
- Arbitrates matters related to content, navigation, and user experience as it relates to the University's web environment.
- Works with the University Relations team including communications, university events, and philanthropy & alumni relations to advance the University's profile and reputation.
- Works with the director, communications to align brand messaging and create a unified voice for the University.
- Reports regularly to senior leaders and the internal community on the results of marketing and digital efforts.
- Consults with representatives of the campus community and provides process improvement and change management support.
- Performs other related duties/projects as required.

#### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

- Demonstrated ability to mentor, motivate and lead team members and work collaboratively across departments.
- Significant experience leading large, complex marketing initiatives and multi-channel campaigns.
- Experience maintaining a complex organizational brand to ensure consistency, quality, recall and recognition.
- Confident leader able to translate strategic business objectives into effective creative and marketing products.
- Expert knowledge of digital and web practices, including paid advertising, marketing automation, search engine marketing, search engine optimization, user experience strategy and design, email marketing, content management systems, customer relationship management systems and social media.



- Experience managing external vendors and agency partners to implement enterprise-wide marketing and digital initiatives.
- Commitment to equity, diversity and inclusion, high intercultural knowledge, and ability to embed inclusive marketing practices into all initiatives.
- Excellent verbal and written communication skills, including reviewing all content for quality control and clearly communicating marketing and digital best practices to non-technical audiences.
- Digital media planning experience using platforms such as Meta, Google and YouTube.
- Experience using tools such as Google Analytics and platform-specific analytics to track and report on results.
- Ability to oversee social media platforms to engage and grow online communities.
- Knowledge of website governance, marketing planning and change management.
- Experience with professional project management systems.
- Ability to develop effective relationships with diverse communities both internally and externally.
- Ability to develop innovative solutions to operational and administrative challenges and develop and implement recommendations for improvements to existing policies, programs, and processes.
- Ability to manage competing priorities and demands in a rapidly changing environment.
- Ability to work independently, innovate, take initiative, and exercise tact and diplomacy, while maintaining confidentiality.
- Excellent people management, financial planning, and budget management skills.

## **REQUIRED LEADERSHIP COMPETENCIES**

### **1. Job Knowledge**

Possesses functional and technical knowledge as well as demonstrates understanding of job assignment. Performs key responsibilities and understands how to effectively utilize key resources and technology for all aspects of the job.

### **2. Service Focus**

Values the importance of delivering high quality, innovative service to internal and external customers (colleagues, students, families, visitors, etc.). Understands the needs of the customer and follows up to ensure satisfaction. Able to prioritize and set work activities accordingly. Uses relevant skills to achieve goals and finds innovative solutions to achieve the “extra mile”.

### **3. Result Orientation**

Takes responsibility for own work. Feels personally committed and accountable to deliver results quickly, accurately and effectively. Uses thoughtful judgment when responding to situations that are not going well and uses foresight to overcome obstacles.



#### **4. Initiating Action/Taking Initiative**

Readily takes action consistent with departmental or University objectives. Volunteers readily and takes independent actions when appropriate. Leads by example and is a good role model for others to follow. Suggests methods and procedures to improve departmental operations.

#### **5. Leadership and Supervisory Abilities**

Attracts and selects the best talent. Coaches, mentors and inspires people. Sets expectations, recognizes achievements and proactively manages conflict. Delegates and consistently guides the team towards the outlined goals. Clearly defines responsibilities and authority limits of subordinates. Recognizes individual capabilities and assigns work accordingly.

#### **6. Problem Solving and Decision Making**

Identifies problems, involves others in seeking solutions, conducts appropriate analyses, searches for best solutions and responds quickly to new challenges. Makes clear, consistent and transparent decisions. Acts with integrity in all decision making, distinguishing relevant from irrelevant information. Assures adequate control and accounting of all funds including maintaining sound financial practices. Demonstrates a cross-university view.

#### **7. Strategic Planning and Organizing**

Aligns departmental priorities with the University's Envisioning 2030 plan. Measures outcomes and uses feedback to change as needed. Proposes solutions and alternatives on allocation of resources to achieve the University's outlined strategy. Approaches decision making (including, where applicable, program development, modification and/or cancellation) with a focus on the potential impact on student enrollment, engagement and success.

#### **8. Employee Development**

Encourages and supports employee participation in personal and professional development. Able to coach, evaluate, develop and inspire direct reports. Provides constructive and objective performance feedback on a regular basis. Acknowledges and encourages good performance and proactively identifies and discusses performance problems in a timely manner. Ensures risks are minimized through proactive succession planning.

#### **REQUIRED TRAINING AND EXPERIENCE**

- Bachelor's degree in marketing, communications, business or a related discipline.
- Minimum of seven years of recent experience in digital and traditional marketing.
- Minimum of five years of experience supervising and managing staff, preferably in a unionized environment.
- Experience working in a client service or agency environment, managing enterprise-wide projects.
- Experience in a post-secondary environment or large, complex organization is preferred.
- Equivalent combination of education, training, and experience may be considered.