

Classification	Administrator
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MANAGER, MARKETING JOB DESCRIPTION

NATURE AND SCOPE OF WORK

Reporting to the Director, Marketing & Digital Experience (MDX), the **Manager, Marketing** is a strategic, data-driven professional with experience in brand development, performance marketing, and analytics and reporting. This role leads the creation, development, and execution of impactful marketing initiatives to elevate the reputation of the University, increase brand affinity, support strategic institutional priorities, and improve recruitment and retention. The Manager, Marketing is responsible for mentoring a high-performing team and managing external service providers and vendors to lead and measure a range of campaigns and initiatives, while working with a commitment to the University's brand standards.

The Manager, Marketing regularly liaises with the University's deans, directors, and program managers to identify and set clear business-driven objectives and create focus and alignment on all projects. This role leads campaigns, collateral, and digital marketing initiatives from client engagement to brief alignment and through to project delivery.

Critical to the role is collaborating with the Manager, Creative to align content production processes with business and marketing goals. The incumbent demonstrates a customer-centric mindset and strong analytical skills to measure and report on the effectiveness of marketing initiatives.

ILLUSTRATIVE EXAMPLES OF DUTIES

1. Marketing Strategy

- Leads and contributes to the planning, execution, measurement and optimization of campaigns, collateral, and other marketing initiatives to support University strategic priorities and increase recruitment and retention.
- Provides digital marketing leadership and innovation including advertising, social media strategy, email marketing, and customer relationship management.
- Collaboratively considers and plans requests, develops marketing plans and resourcing, and is equally effective in both traditional and digital environments.
- Develops budget recommendations for marketing and digital campaigns and initiatives and oversees related spending.
- Supports the marketing planning process and development of the department's annual campaign calendar.
- Uses customer and market insights to define marketing tactics and strategies.

- Identifies areas of improvement and builds processes, structures, and supports for marketing operations.
- Develops and presents regular reports on the effectiveness of marketing initiatives.

2. Brand & Content Development

- Acts consistently as a conscientious champion of the University's brand and ensures content, style, and formats are effective and engaging.
- Contributes to the University's brand messaging and positioning platform, ensuring marketing initiatives support the greater brand vision.
- Acts as the editorial lead for Capsule, the University's digital storytelling platform. Helps to establish content standards and guidelines and supports the implementation and application of content across University channels.
- Champions inclusion and diverse representation in all marketing products.

3. Collaboration & Communication

- Builds strategic partnerships with academic and administrative leads to identify unit goals and strategies.
- Consults with internal community representatives to develop solutions-based approaches to marketing projects.
- Partners with the Manager, Creative to develop and implement data-driven optimizations to improve the performance of marketing and digital tactics.
- Manages agency partners to ensure their work aligns with the University's strategic objectives and adheres to brand and content standards.
- Researches and liaises with outside contractors including managing RFPs, evaluating proposals, managing short-term hires, and awarding contracts.
- Reports and communicates shifts, issues, and successes with appropriate community members.

4. People Management & Department Support

- Plans, schedules, directs, evaluates and supervises the work of a cross-functional marketing and content team. This includes delegating, scheduling, and supporting all duties and deliverables.
- Mentors and leads a high-performing team of strategists and specialists and fosters an environment of continuous learning and professional development.
- Expands and enhances the University's reputation by researching and maintaining awareness of emerging trends and best practices in marketing and identifying opportunities to elevate the customer experience.
- Collaborates with the Manager, Creative to proof all marketing materials ensuring consistency, accuracy, and strategic alignment.
- Participates as a key advisor in the department's budget planning process, overseeing campaign spending and tracking.
- Serves as co-chair, with the Director, MDX on the University's Marketing Council.

- Represents and acts for the Director, MDX when requested.
- Performs other duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated experience in marketing strategy, brand development, digital content, campaigns and reporting.
- Demonstrated experience in marketing planning, project management and executing collateral across traditional and digital mediums.
- Proven understanding of market research, social media, paid advertising, search engine optimization (SEO), search engine marketing (SEM), and customer relationship management (CRM) systems.
- Proven analytical and quantitative ability, problem-solving, and decision-making skills.
- Understanding of graphic design and creative production processes.
- Excellent written, verbal, and interpersonal communication skills.
- Exceptional people leadership and administrative skills, demonstrating the ability to direct, mentor, and inspire employees.
- Ability to establish and maintain effective working relationships with diverse employees, students, service providers and representatives, vendors and the public.
- Experience in budget planning and management, including tracking and reconciliation.
- Ability to work well under pressure, manage competing priorities and effectively meet deadlines.
- Advanced knowledge of the latest marketing, design, social and digital platforms, and ability to leverage tools and technologies to meet business goals.
- Strong project management skills in working collaboratively and independently on complex projects with multiple community members.
- Experience with Google Analytics, Microsoft Office, spreadsheet, database and presentation applications.
- Understanding of related digital technologies such as user experience and content strategy is preferred.
- Strong customer service and commitment to quality with a collaborative approach.

MINIMUM QUALIFICATIONS AND EXPERIENCE

- Minimum of a four-year undergraduate degree in a relevant discipline such as business, marketing, or a related field.
- Five to eight years of work experience in integrated marketing within a cross-functional team environment. Post-secondary experience is an asset.
- Minimum of two years of experience managing and mentoring team members.
- Project Management Professional (PMP) certification or other project management training is an asset.
- Experience with agile methodologies and human-centred design thinking is an asset.