

Class No.:	
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CLASS SPECIFICATION

MARKETING PROJECT LEAD

NATURE AND SCOPE OF WORK

The marketing project lead oversees the planning, production and execution of departmental and university-wide marketing projects, including the University's primary marketing collateral and campaigns, and is accountable for the successful completion of these projects. An organized, detail-oriented multitasker, the lead thrives on delivering projects on time, on budget and on brand, building strong relationships with clients and partners, and maximizing operational efficiencies to lead marketing projects from start to finish.

This position involves multi-faceted brand strategy work in support of the University's image, reputation, and brand equity. The marketing project lead contributes to the University's brand messaging and positioning platform and ensures all material produced by the department is accurate, effective, error-free and in alignment with business and marketing goals. This role works closely with internal clients, providing marketing expertise, developing strategic and tactical plans that meet marketing objectives, and stewarding their projects. The marketing project lead reports to the manager, marketing.

ILLUSTRATIVE EXAMPLES OF DUTIES

Project Management

- Supervises and manages production of marketing projects from initial project definition to project closure.
- Sets and directs team members' tasks and daily activities and ensures team accountability for timelines and quality of work.
- Monitors project progress and liaises with internal clients and partners to report on progress.
- Is accountable for project results, as well as risk management and putting risk mitigation steps in place.
- Manages the project scope, timeline and resourcing using best practices in project management and the departmental project management tool.
- Identifies measurable project success criteria.

- Identifies resourcing requirements, resource assignment and tracking of tasks completed.
- Oversees client/partner communication and management.
- Maintains project status reporting to involved parties.
- Monitors and ensures the teams focus on the overall project benefits.
- Identifies issues and ensures timely escalation.
- Oversees project documentation and ensuring that the team is utilizing the project management tools and repository effectively.
- Manages relationship with vendors, ensuring the vendor is fulfilling their agreed to scope of work on time.
- Maintains project budget details.
- Reviews previous project lessons learned to help ensure success in future projects.
- Provides reporting to manager, marketing via regular status meetings.
- Accountable for maintaining a long-term view of the impact of the project to the organization.
- Participates in continuous improvement discussions and activities.

Strategy & Content Development

- Supports the manager, marketing in creating marketing strategies, collateral and campaigns that elevate the University brand, and increase recruitment and retention.
- Researches, develops, and implements strategic and tactical marketing plans and campaigns in support of the University's major priorities and brand.
- Provides marketing advice and direction to programs/departments that is consistent with the University's overall marketing strategies and brand.
- Shapes and contributes to integrated planning processes. Supports the director, marketing & digital experience in developing annual plans in collaboration with departments and securing approval of key decision-makers such as associate registrars, deans and directors.
- Provides guidance and supervision to marketing & digital experience team members on content and messaging. Edits print and digital marketing content created by team members and clients to ensure consistency, accuracy, and strategic alignment.
- Ensures relevant content is reviewed by key partners such as the Registrar's Office, Financial Services, deans and clients, as required.
- Develops and maintains planning tools and calendars to ensure all annual and major marketing projects are captured to aid in annual planning.
- May be required to write content for a wide range of collateral and channels.

Collaboration & Communication

- Oversees client and partner communication and management.
- Manages relationship with vendors, including external suppliers, printers and production partners, ensuring the vendor is fulfilling their agreed to scope of work on time

- Collaborates with University departments/programs to develop key messages for marketing campaigns and publications and to identify and develop stories (written) for the University's primary marketing channels.
- Researches and obtains cost quotes in collaboration with Purchasing, manages project budgets, reviews invoices and tracks major marketing expenditures.
- Develops new department processes, workflows, guidelines and resources to improve team productivity and communications with clients.
- Gathers information for marketing purposes in the form of questionnaires, surveys, interviews and focus groups; obtains information from external and internal sources as needed.
- Prepares and submits budgets to the manager, marketing and manager, creative for approvals on projects related to this position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of project management methodologies, techniques and tools, as they apply to marketing and communications projects.
- Considerable experience managing small, medium and large marketing projects that meet organizational objectives, timelines and budgets.
- Thorough knowledge of current marketing practices and trends and the ability to apply these practices to marketing strategies and campaigns that elevate the University brand.
- Considerable experience developing and implementing a wide range of marketing plans and strategies that lead to enhanced image and reputation.
- Considerable ability with journalistic and marketing copywriting styles and techniques, appropriate to various audiences in digital and print formats.
- Thorough knowledge of substantive editing and copyediting and the ability to achieve a high degree of accuracy in proofreading and fact checking.
- Ability to function as a team lead and member of a creative team and to supervise, coach and motivate staff engaged in similar work.
- Ability to establish effective working relationships and work collaboratively with employees at all levels, as well as students, suppliers and community members.
- Ability to exercise independence, good judgment, initiative, discretion and confidentiality, and to work with minimal supervision.
- Sensitivity to cultural differences and an ability to understand the importance of the cross-cultural context in relation to marketing activities.
- Ability to plan, organize and carry out activities with high attention to detail within tight timelines and adapt in a constantly changing environment with a highly varied workload.
- Ability to analyze and formulate solutions to a variety of problems and to use creative thinking in the performance of the position.

REQUIRED TRAINING AND EXPERIENCE

- Minimum of a four-year undergraduate degree in marketing, communications, arts, journalism, public relations or a related field.

- Seven years of experience managing large-scale marketing projects for a complex multi-level organization.
- Project Management Professional Certification or equivalent combination of training and experience.