



POSITION DESCRIPTION

POSITION: Manager, Communications and Technologies

DIVISION: Marketing and Recruitment

DATE: August 2014

DEPARTMENT: Future Students' Office

NATURE AND SCOPE

Reporting to the Director, the Manager, Communications and Technologies is responsible for the strategic communications operations of the Future Students' Office and managing various communications activities and initiatives for the purposes of domestic new student recruitment and conversion as well as community engagement.

The Manager, Communications and Technologies, is responsible for the planning and execution of all communications strategies related to the Future Students' Office. By planning and implementing a Customer Relationship Management (CRM) system as well as a broad spectrum of integrated communication pieces delivered via text, email, print, web, digital and social media and other emerging channels, the Manager identifies target audiences and raises the profile of KPU to the external community. Working closely with the marketing department, the Manager will develop client-focused marketing and communications strategies that will be targeted at the various stages of the enrolment management function. Market research, planning and data analysis are key components of this position.

The Manager ensures resources are utilized appropriately, financial information is reliable, applicable policies and procedures are adhered to, and that exemplary levels of customer service are provided. S/he provides leadership, guidance and supervision to staff including hiring, performance management, coaching, orientation, monitoring work performance, and administering discipline as needed.

The Manager designs, implements and monitors office systems and controls to provide effective and efficient administrative operations.

ORGANIZATIONAL STRUCTURE

This position reports to the Director, Future Students' Office. Reporting directly to this position are the Communications Coordinator and E-Communications Coordinator.

DUTIES AND ACCOUNTABILITIES

1. Assists the Director to develop and implement a multifaceted communications strategy that includes working collaboratively and cooperatively with all sectors of the University to promote new student recruitment and community engagement. Develops strategic goals, measurable objectives and evaluation measures.

2. Provides leadership to the communications team and manages operations of the department by methods such as:
 - Ensuring activities are aligned to the FSO and KPU strategic communications plan
 - Ensuring exceptional customer service levels are provided with the aim of conversion from prospective students to registrants
 - Ensuring consistency in messaging and communication both internally and externally
 - Managing a triaged approach to prospective student inquiries to ensure effective service delivery and engaging responses to students.
 - Recommending and implementing, in consultation with the Director, quality-based assessment processes to inform strategy development and continuous improvement.
3. Customer Relationship Management (CRM), including but not limited to:
 - Providing leadership and direction for the ongoing evolution of the department CRM system with the goal of increasing student recruitment.
 - Planning, executing, managing, and following up on customer retention campaigns through a variety of media, including text, mail, email, digital and social media, web, print and telemarketing.
 - Managing quality and consistency of data captures through all recruitment efforts. This includes implementing appropriate processes and working closely with recruiters and communications staff to ensure they are acquiring the necessary information for input in the CRM database.
 - Determining initiatives that commit to a student-centered approach, focusing on high-touch customer service and conversations.
 - Developing strategies in such a way that messaging is customized and targeted to the stages of the enrollment management funnel.
 - Managing a diverse range of FSO campaigns, from conceptualization through to analysis. This includes idea generation, proposal preparation, oversight of the creative and production process, execution and review of campaigns in terms of reach, ROI, etc.
 - Developing communications campaigns for various target audiences, manage the quality and consistency of messaging to each group and coordinate campaigns with other departments at KPU.
 - Analyzing and presenting campaign outcomes in detail, summarizing results clearly in order to facilitate sound decisions on next steps, recommending new ideas or changes in order to meet targets.
 - Maintaining the stakeholder database by inputting data and updating existing records.
4. Communications, including but not limited to:
 - Researching, writing, editing; sourcing stories, photos and content for press releases, web content, print and web publications, department newsletters and announcements for various audiences.

- Developing an annual strategic communications plan with the goals of raising the profile of the Future Students' Office and KPU with prospective students, counsellors, teachers, alumni, community members and other audiences
- Providing consultative direction, persuading and negotiating with all faculties to determine and develop appropriate student communications strategies and campaigns to promote specific programs and courses.
- Working with Office of the Registrar and Institutional Analysis and Planning Office to conduct primary research, compiling data from secondary sources and interpreting industry-wide data to provide a foundation for Future Students' Office recruitment initiatives.
- Overseeing photography and recruitment video production and developing processes for incorporating these into communications with future students.

5. E-Communications, including but not limited to:

- Developing and managing updates and coordination of department web pages, including content design, navigation, user interface and functionality of the website within the University web design standards and content management system.
- Planning and implementing a broad spectrum of integrated communications pieces delivered via email, text, web, social and digital media and other emerging channels as well as traditional media.
- Researching and recommending new and emerging e-communication technologies and methods.
- Work with Manager, Web and Digital Technologies to apply research-based decision-making to improve web content to meet user and organizational needs and drive SEO by working with other Faculty and University e-communications and digital media staff.

6. Market Research, including but not limited to:

- Evaluating recruitment statistics related to the post-secondary education system and trends (demographics, systems trends, economic climate, environmental factors, etc.)
- Researching relevant social and demographic data about alumni, current and potential student segments.
- Conducting annual market research, including a competitive analysis to aid brand management, positioning and program development.
- Conducting an annual communications audit and competitive analysis for both print materials and websites, using results to refine print and e-communications channels.

7. Collaborates with the Marketing Services Department in:

- Conceptualizing, designing and developing marketing materials, publications and e-communications specific to recruitment (e.g., brochures, advertising).
- Selecting and managing placement of advertising in appropriate media (e.g. School Finder and other promotional outlets across Canada).
- Planning, designing and implementing focus groups and quantitative/qualitative surveys as required.

- Establishing criteria, collecting, analyzing and reporting on relevant web traffic data on a monthly basis.
8. Ensures the smooth operation of the Future Students' Office and assists in establishing and maintaining a departmental climate that supports customer service and reflects the mission, vision and values of the Future Students' Office and of KPU.
 9. Human Resources, including:
 - Developing and implementing departmental processes and procedures and ensuring that they are adhered to. Managing human resource functions. Liaising with human resource services, finance and payroll to resolve routine and confidential staff issues.
 - Recruiting, selecting and providing orientation to new team members. Ensuring planned professional development for employees.
 - Supervising and providing leadership to staff through coaching, guiding and modeling key behaviours/strategies, encouraging dialogue and providing guidance and advice to facilitate resolutions to work issues. Has the authority to administer discipline (up to and including suspension) when required. Evaluating performance of staff and assisting team members to define shared and individual goals, meeting deadlines and ensuring alignment of team goals.
 - Administering the BCGEU Collective Agreement, representing management in the grievance procedure and providing input to the University's negotiating committee in formulating bargaining proposals.
 10. Works closely with the Manager, Student Recruitment and Marketing Services Managers to ensure effective coordination of services, events and activities.
 11. Works closely with the Events Coordinator to ensure events are coordinated to meet the needs of future students and are communicated and coordinated effectively with all stakeholders. Also works with Events Coordinator to ensure photography and recruitment video productions are incorporated into communications to future students.
 12. Represents the Future Students' Office and liaises with other University departments and external agencies/educational institutions on matters related to operations.
 13. Ensures that the conversion and communications share of the Future Students' office budget is planned, prepared and monitored in keeping with overall objectives, policies and procedures. Monitors and analyzes accounts and liaises with the Finance Department and the Director to establish efficient accounting and reporting procedures.
 14. Approves and oversees payments to external vendors and other agencies for the department. Has signing authority for Future Student's Office expenses in the absence of Director.
 15. Researches, compiles and analyzes information such as reports and surveys, identifies issues and options, and makes recommendations for consideration by the Director.
 16. Assume additional responsibilities and duties as assigned by the Director.

QUALIFICATIONS

- Bachelor's degree in Business, Marketing or Communications or other relevant discipline plus a minimum of three years' recent related experience in an intermediate role. Experience in acquisition and retention marketing would be an asset.
- Substantial management experience supervising staff in a unionized environment, including hiring, evaluating, and disciplining employees.
- Proven experience managing a complex CRM system. Must have a detailed understanding of how to strategically use the CRM database to deliver optimal business value. Examples of past projects or campaigns showcasing positive results would be an asset.
- Must be a self-starter with solid project management and event planning experience.
- Must have strong technical, mathematical and analytical skills in order to work with complex data, numbers, forecasts etc.
- Effective communication skills, both oral and written, including the ability to respond diplomatically to both internal and external inquiries.
- Demonstrated ability to present information and convey appropriate and diplomatic responses to questions under pressure.
- Proven ability to effectively plan, schedule and direct staff in a fast-paced environment to meet deadlines and project requirements.
- Excellent interpersonal skills and intercultural communications skills with high professionalism.
- Excellent writing, proofreading and editing skills for various types of media – print, email, digital, social media, etc. - with an eye for detail.
- Strong customer service ethic, and results-oriented with high expectations for quality Proficient using the latest versions of Microsoft Word, Excel, PowerPoint, Access, and mail merges; social media and web searches. Experience with BANNER is preferred.
- Experience with website content management systems – working with Drupal an asset.
- Strong ability to exercise discretion and good judgment in dealing with confidential and/or controversial University matters.
- Possession of a valid BC driver's license and access to a vehicle. Frequent inter-campus travel is required.
- Must be available to work evenings and weekends.