#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Recruitment Communications & Marketing

**Job Number:** X-483 | VIP: 2028

**Band:** EXEMPT-7

**Department:** Communications

**Supervisor Title:** Director, Communications

**Last Reviewed:**  September 27, 2024

#### **Job Purpose:**

Reporting to the Director of Communications, the Manager of Recruitment Communications & Marketing develops, implements, and evaluates marketing activities that align with Trent University’s communication and enrolment objectives. The Manager contributes to enhancing the University’s reputation and profile, supporting enrolment, international outreach, teaching, research, the Colleges, and other strategic initiatives at both the Peterborough and Durham GTA campuses. As a key member of the Communications & Enrolment team, the Manager collaborates with colleagues across the University to drive communications and enrolment efforts for both undergraduate and graduate programs.

#### Key Activities:

Typical management responsibilities include supervision of staff, editorial management, marketing and communications planning, and internal communications.

##### Recruitment & Admissions Marketing

* Oversee creation and implementation of communications plans and strategies related to recruitment marketing.
* Lead development and optimization of print and electronic contact pieces for key stages throughout the recruitment cycle, including viewbooks, eComms, academic department materials, open house promotions and materials, Ontario Universities’ Fair materials, offer packages, etc.
* Supervise and ensure quality of writing, coordination and production of communications/marketing materials related to recruitment and targeted at prospective students.
* Research and stay abreast of recruitment communications best practices, trends, new strategies to effectively engage with University’s key target audiences, including prospective students.
* Engage internal University clients and departments in recruitment communications and marketing materials and initiatives.
* Provide leadership and recommendations on most effective uses, messaging, etc. related to recruitment social media.
* Provide leadership and support for plans and materials for recruitment events such as open houses, Ontario Universities’ Fair, tours, and applicant receptions.
* Work with Director and Digital Communications Project Manager on execution and optimization of Trent’s digital ad campaign, focusing on content and messaging.
* Contribute to the procurement and development of the CRM, to ensure robust collation and tracking of recruitment data as well as improvements to deployment of recruitment communications.
* Contribute to the sustained recruitment of high-quality domestic and international students from a broad spread of countries.
* Work with the management team in Recruitment & Admissions and School of Graduate Studies to plan, develop, execute, and evaluate marketing campaigns for prospective students.
* Oversee development and optimization of web content, ensuring up to date and effective messaging across recruitment webpages for both campuses.

##### Editorial Strategy & Brand Management

* Act as editorial lead for Communications; create annual content and editorial strategy; supervise, write, edit, proofread, and coordinate stories and materials from concept to completion – focusing on dimensionalizing the Trent story through dynamic storytelling, videos and compelling visuals.
* Oversee various marketing collateral material from concept to completion such as videos, podcasts, brochures, reports, mailers, e-communications, web and social media content, etc.
* Produce quality content and effective delivery of Trent stories using a brand journalism approach and through a robust contribution to the publications plan and e-delivery strategy leveraging university events, research, and success stories.
* Research trends and new marketing opportunities, and brainstorm ideas.
* Create advertising and marketing material and copy for review by internal clients and approval of Director.
* Play key role on various committees (e.g. Integrated Communications Committee), providing support for effective publications and e-communications planning.
* Support Director in the clear articulation, ongoing evolution, distribution and consistent adoption of brand standards and identity across the University.
* Contribute to the production of tools and support for staff and faculty throughout Trent to properly implement the University’s brand identity including logo and name usage, imagery, colour usage and messaging.
* Participate in team meetings and brainstorming sessions identifying marketing opportunities and new approaches to positively position Trent University in building reputation and awareness.
* Lead relationships with internal University clients, recording marketing objectives and drafting appropriate marketing and communications plans and materials for approval.
* Provide a high level of general writing support to the Director in all areas, particularly with PVP and Trent leadership.

##### Supervisory & Office Management

* Participate as a leader within the Communications & Enrolment management team.
* Establish and maintain a staffing structure to support the recruitment marketing and content strategy goals of the University.
* Oversee and manage team of Communications Officers, including performance evaluation, coaching, training, feedback and motivation.
* Act as supervisor to part-time students working in the Communications Office.
* Manage team of freelance writers and designers, overseeing all content development for use in publications, online, etc.
* Manage and triage both internal and external inquiries and initiate appropriate responses through plans, assigning and tracking work through to completion and measurement when appropriate.
* Keep departmental KPIs and coordinate reports for Director.
* Supervise and execute coordination and liaison with designers, freelancers, producers, photographers, and other marketing, communications and creative suppliers and contractors to facilitate timely delivery of marketing material for various campaigns, announcements, initiatives, and events.
* Other duties as assigned.

##### Issues Management

* Act as an alternate for emergency communications and participation in EOCG.
* Act on strategies for crisis/emergency communications as required, including emergency response, campus closures, issues management.
* Access and synthesize confidential and sensitive information, related to Board governance, budgets, human resources, for backgrounders, speaking points, communications plans, etc.
* Maintain discretion and confidentiality regarding files and sensitive issues, attending meetings and supporting the Director of Communications on plans and materials.
* Ensure coverage and availability after hours for consultation on urgent matters involving communications.

#### Education Required:

* Honours Bachelor’s Degree (4 year).
* Marketing, Communications, English, Journalism or related field would be considered an asset.

#### Experience/Qualifications Required:

* Minimum seven (7) years related marketing experience, preferably with supervisory experience.
* Experience working with and responding to needs of senior administration, preferably in a large public sector of corporate setting.
* Strong leadership, planning and team-building skills.
* Superior writing and communication skills and attention to detail.
* Creative thinker.
* Strong interpersonal skills in cross-functional work setting. Articulate and professional, using discretion. High customer service orientation.
* Organized with proven project management skills. Able to oversee, manage and execute multiple projects with competing deadlines.
* Able to handle confidential and sensitive information displaying tact and good judgement.
* Excellent computing (Microsoft Office, Word, Excel, e-mail, internet, PowerPoint, Mac and PC) and project management skills.
* Strong budgeting and numeracy skills.
* Good design sense and experience with video/photography.
* Extended hours are often required to cover events/activities, meet deadlines, etc.

#### Supervision:

* Communications & Media Relations Officer, Recruitment
* Communications & Media Relations Officer, Trent Durham
* Communications Officer, Trent International