

Job Summary – CPM (Confidential, Professional and Managerial Employees)

Position Title: Director, Marketing & Communications	Job Code: 950571
Reports To: AVP, Continuing Studies	CPM Salary Grade: G
	Faculty/Department: School of Continuing Studies

I. JOB PURPOSE:

The York University School of Continuing Studies is a diverse community of learning united by a shared sense of purpose: achieving personal and professional growth in a rapidly changing career and educational landscape. Our ability to offer accelerated, accessible, and innovative programs that prepare our students to adapt and lead in response to this change has made us the fastest-growing school in Canada.

The School is home to the international-award-winning York University English Language Institute, one of the largest language institutes in North America. Our students come from around the world to pursue English-language proficiency and achieve their academic goals.

Our professional programs also attract students from around the world. Codesigned and delivered by senior industry leaders, our professional programs feature experiential learning methods that help students develop career-specific technical skills and robust cross-functional expertise.

The Director is responsible for the development, management, implementation, evaluation and financial planning and monitoring of the marketing and promotional strategy of public programs and corporate training programs of the School. The Director oversees both B2C (business to consumer) and supports B2B (business to business) strategy and execution. The Director plans and executes communication and public relations activities on behalf of the School to internal university and external audiences. The Director is responsible for all touch points that a prospective student, student or corporate client may have with the School related to continuing professional education (CPE) programs. The Director contributes to the market research for and planning of new education programs to meet market demand. The Director supervises marketing staff and vendors, as well as Continuing Studies Advisors, CPE registration staff and other customer-service or sales staff who work with prospects, existing students, and corporate clients. The Director provides direction to technical/IT staff and vendors who manage the technical aspects of marketing and customer relationship management systems.

The Director, Marketing and Communications is responsible for developing local, national and international strategies to increase revenue year over year through marketing, communications, sales, customer relationship management, in order to drive new enrolment and repeat business for the School and its' partners. The Director leads communications initiatives including media relations to raise awareness and influence positive brand perception of the School with both internal University and public audiences.

2. MAJOR DUTIES:

A) Marketing Planning and Execution

The Director leads the strategic marketing planning process which results in an annual School-wide marketing plan (focusing on targets, priorities, channels) and

the Director and marketing staff work with Program Managers to develop and support the implementation of Program-Specific Marketing Plans. This role creates short and long-term business plans and road maps to increase year over year revenue, enhance programs and drive enrolment and repeat sales. The Director works in concert with the Communications & Public Affairs division to ensure all materials meet graphic standards and are consistent with the York brand.

Working with management of the program areas, this role assists with enrolment planning, including setting enrolment targets and forecasting. Once enrolment targets are set, this role then determines targets at all levels of the enrolment funnel in order to drive and evaluate the effectiveness of required marketing and sales conversion activities to meet the overall enrolment goals.

The Director monitors all key targets, conversion ratios, and the ROI of all marketing activities and has the team adjust based on data.

The marketing team executes all marketing activities in the plan that will include:

- branding
- design and maintenance of website, micro-sites and landing pages and integration with other systems, such as e-commerce, student database, CRM etc.
- digital marketing – including search engine optimization, pay-per-click advertising, designing lead generation strategies, content marketing, developing and implementing nurture campaigns for leads
- social media – such as creating and maintaining Facebook, Twitter, LinkedIn and other media pages and regularly strategic communications
- brand awareness marketing – such as newspaper, outdoor advertising, radio
- event management – such as designing and planning online and in-person program information events, planning for career fairs, continuing education fairs and professional conferences for lead generation
- support program staff to develop and execute program-specific marketing campaigns – typically include events, developing written collateral, lead generation, developing electronic marketing campaigns, B2B campaigns
- corporate training marketing – oversees the creation of strategy and collateral for the promotion of corporate and custom training.

B) Marketing, Sales and Customer Service Technology

The Director is responsible for working closely the School's IT team and with University Information Technology (UIT) department in selecting and recommending the best combination of technology applications to manage all aspects of the marketing, recruitment, and student support functions.

This may include Content Management Systems (CMS), telephony services, Student Information Systems, and Customer Relationship Management (CRM) software.

C) Prospect Management

This position is responsible for the whole marketing and enrolment funnel, which includes prospect management and sales. This role will develop strategy, standards and content for both electronic requests, as well as telephone and in-person inquiries. In some cases, this may mean hiring outside vendors to conduct prospect screening and qualification. In other cases, this may be done in-house. This role will provide standards, training, tools, templates and monitoring of all prospect contacts. This role will decide, in consultation with the Director of Continuing Professional Education and program staff, which prospect groups will receive priority

for outgoing sales calls. This role will design, execute and manage a protocol for outgoing sales call management.

The Director and marketing staff will design, write and monitor all electronic prospect communication. The Director will monitor conversion rates at each stage in the enrolment funnel against industry standards and internal historical performance and make adjustments as needed to improve ROI of marketing and prospecting activities.

D) Customer Service Management

The Director will set and update the standards, conduct training, ensure auditing and other quality control measures and regularly conducted, and ensure that all staff (not just those reporting to this role) meet the standards.

The Director, in consultation with the Management Team, will determine customer service processes, especially as they related to the capturing of data/cases in the CRM.

This role will supervise the Continuing Studies Advisors and work with the Senior Leadership Team to ensure that the school provides consistent and outstanding customer service.

E) Market Research

The Director will play a critical role in the team that conducts, analyses and makes decisions about market research to decide which new programs will be developed and the format and other features of the program.

The Director will supervise the marketing team to conduct (or hire vendors to conduct) research in terms of assessing the market strategy for new and existing programs.

F) Human Resource and Financial Management

Responsible for being fully knowledgeable of all applicable Collective Agreements, University human resource policies and practices, and related employment legislation and managing staff in compliance with same.

The Director will manage a central marketing budget and have oversight of the program marketing budgets. The Director will have an intensive focus on ROI and marketing metrics, allowing all marketing decisions to be made based on data with a focus on ROI.

G) International Marketing

Both English language and continuing professional education programs are marketed internationally, directly and through agents and other services.

The Director works closely with the Director of International Education & English Language Institute and the recruitment staff to support recruitment efforts with marketing.

H) Communications & Public Relations

Responsible for identifying, creating and leveraging opportunities to raise awareness and influence positive brand perception of the School through communications initiatives including media relations, award submissions, thought leadership opportunities to support strategic outcomes of the School. This will include initiatives directed to the University and external communities and the establishment and monitoring of related KPIs.

l) Supports the School's partnership initiatives by developing turn-key marketing campaigns and scalable infrastructure to support marketing-as-a-service contracts.

3. SUPERVISORY RESPONSIBILITIES:

Positions	No. of Incumbents.
Marketing Coordinator	3
Continuing Studies Advisor	3-4
Digital Marketing Specialist	1
Content Marketing Assistant	1
Marketing Manager	1
Total number of staff supervised:	9-10

Nature of Supervisory Responsibility:

- Hiring, training, setting objectives, performance management.
- Corrective/disciplinary action up to and including termination when required.
- Providing coaching, direction and instruction on a continuous basis.
- Prioritizing work assignments and supervising workflow.
- Managing work quality and monitoring key metrics of quality and timeliness.
- Absence approval.
- Attendance management.
- Management lead in grievances up to and including arbitration related to own staff.

4. PERSONAL CONTACTS:

Contacts

Director, Continuing Professional Education

Purpose

Direct supervisor. Approval and consultation re strategy, technology, planning, budgets, reporting and receiving direction.

Contacts

SCS Senior Management Team: AVP, Directors and Executive Officer

Purpose

Strategic planning, financial planning, enrolment planning, accountability, space planning, prioritizing, resolving resource conflicts, consulting on customer service.

Contacts

Chief Communications & Marketing Officer and other Communications staff

Purpose

Ensuring compliance with York standards. Seeking input, advice and vendor recommendations.

Contacts

Vendors (software, graphic designers, web designers, brand management consultants, etc.)

Purpose

Assessing appropriate software or services, requesting proposals, selecting vendors, managing vendor relationships, coordinating multiple vendors on projects.

5. DECISION MAKING:

The Director is responsible for making effective, tactful and timely decisions concerning financial resources or staff management in order to ensure the school's objectives are realized. These decisions are made either independently or in consultation with the AVP. The Director must be independent, analytical, data driven, consultative and demonstrate good judgment and decisiveness.

6. DIRECTION RECEIVED:

The Director is part of the Senior Management Team of the school and participates in setting strategic direction and policy. The Director receives direction from the AVP, however, this position is expected to function independently and establish own objectives within the context of short and long-term business plans. The Director reports to the AVP and completes an annual operational plan and objectives in line with the school's plan and targets. Performance is evaluated against those objectives.

7. FINANCIAL/BUDGETARY CONTROL:

This position is responsible for contributing to and maintaining an external revenue base, and in consultation with the AVP, developing annual plans which will maintain and increase year over year revenue and profit margins.

Payroll Budget \$800,000 annually

Operating Budget \$1,500,000 annually

Other major accountabilities, e.g., information, materials, buildings, equipment, etc.

This position will be responsible for the selection and implementation of effective technology solutions and all related information to support and manage all aspects of the marketing, sales, recruitment and student and alumni support functions.

8. QUALIFICATIONS:

A. Educational Requirements:

Undergraduate degree in a related field such as business, marketing, or communications, or undergraduate degree plus professional certificate or diploma in a related field. Certificate or diploma in marketing, digital marketing or analytics is an asset.

Please note: This position requires the candidate to produce a verification of degree(s), credentials(s), or equivalencies from accredited institutions and/or international equivalents at the time of interview.

B. Experience Requirements:

1. Management – 3-5 years' experience managing staff and vendors. Preference is given to management experience in a unionized environment.
2. Marketing – experience planning complex marketing campaigns (including overall brand and product campaigns), consulting with internal "clients," creating traditional and electronic collateral, copywriting for different media, managing events, and evaluating ROI of marketing initiatives.
3. Digital Marketing – experience in software required to create and manage a complex database-driven website, optimizing user-experience, search engine optimization, content marketing, managing paid online advertising campaigns, A-B testing, creating and managing micro-sites and landing pages, and a thorough understanding of web analytics.
4. Communications and Public Relations – experience designing and implementing internal and external communication and PR strategies including media relations, crisis management and change management communications.
5. Enrolment management – experience with strategies, standards and evaluation of strategies at each stage of the enrolment funnel.
6. Customer Relationship Management – experience creating and implementing customer service standards and processes and CRM software, inbound call center strategy, and marketing automation.

7. Technology – a demonstrated understanding or and/or experience implementing complex marketing and student service systems such as a CRM, CMS or SRS and integrations between systems.
8. Metrics – demonstrated experience with measurement, benchmarking, and ROI analysis.

C. Skills (Specialized knowledge):

- Copywriting, use of digital media for revenue generation and brand management, quality control within a communications team, enrolment cycle management, best practices and technology for marketing and enrolment management, sales strategy, and project management
- Knowledge and understanding of Canadian and international government legislation, ethical standards and policy documents relating to marketing, data collection, privacy, and accessibility.
- Best practices in qualitative and quantitative market research
- Responsive website design and maintenance.
- Financial/budget planning, forecasting and management.
- Web and marketing analytics including identifying and making comparisons to industry benchmarks and measurement.
- Knowledge of continuing education and working within a university environment is an asset.
- Knowledge of the GTA market is an asset.

9. THE WORK ENVIRONMENT AND THE PHYSICAL/SENSORY DEMANDS:

The Director works in a normal office environment, making extensive use of computer, phone and other technologies. The Director will travel occasionally to conferences and professional meetings in Canada and the USA.