

YORK UNIVERSITY**Job Posting – CPM (Confidential, Professional and Managerial Employees)**

Position Title: Marketing Manager Reports To: Director, Marketing and Communications	Job Code: 954789 CPM Salary Grade: E Faculty/Department: School of Continuing Studies
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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.

Under the direction of the Director, Marketing and Communication, the Marketing Manager is responsible for the development, management, implementation, evaluation, and monitoring of the School's digital and traditional marketing and including for both our B2C and B2B marketing programs. The Marketing Manager is also responsible for overseeing the day-to-day management of the marketing team and ensuring the implementation, monitoring and maintenance of effective marketing processes and procedures. In addition to managing the marketing team, the Manager is responsible for the development and execution of marketing plans for all new program launches, demand generation and support building sales strategies to drive program enrolment, and supporting the development and monitoring of sales strategies.

2. MAJOR DUTIES:**A) Marketing Planning, Demand Generation and Digital Marketing**

The Marketing Manager provides insights, direction and day-to-day support in the implementation and monitoring of all marketing activities in the annual plan according to budget that may include:

- Branding and positioning initiatives.
- Design and maintenance of the website, micro-sites and landing pages, and integration with other systems, such as the student database, CRM etc.
- Development of the digital marketing strategy— including SEO, pay-per-click advertising, designing demand generation strategies, content marketing, developing and implementing nurture campaigns for leads.
- Development of the demand generation strategy including campaign management to drive demand and leads through digital and traditional marketing for each stage of the sales funnel

Development and oversight of an effective social media strategy and campaigns through various platforms such as Facebook, Twitter, LinkedIn and Instagram.

- Brand awareness marketing and advertising initiatives through various channels such as digital, print, outdoor, and radio.
- Event management oversight including the design and planning of online and in-person program information events such as career fairs, open days, and webinars for lead generation
- Overseeing the development of collateral for the promotion of public programs and custom/corporate training.
- Public relations and reputation management including liaison with the AVP for PR activities.

B) Program Launches and Marketing

The Marketing Manager will work with internal stakeholders to develop and execute data-driven marketing plans to launch new programs. The position will participate in program development meetings, and pre and post launch meetings to provide input. This position will be responsible for owning a portfolio of programs and the go-to-market launches for these programs.

The Marketing Manager will develop marketing plans for new programs (including timelines and overseeing the development of collateral) and will be responsible for monitoring the success of the marketing plan. Following program launch, the marketing manager will review the success of campaigns and make revisions based on results, continuing to oversee program marketing until the second program offering, and/or until the program is considered to be established by the School's standards at which time the program will be handed off to the appropriate Marketing Specialist.

C) Marketing, Sales and Technology

The Marketing Manager will provide input on sales strategies, support lead management through the funnel, and work with the marketing team to provide data, marketing collateral and execute conversion campaigns to identify and engage prospective students.

Working with the Marketing and Enrolment team at the School, the Marketing Manager will review conversion rates at each stage in the enrolment funnel against industry standards and internal historical performance and adjust marketing plans and initiatives as needed. Further, the Marketing Manager will monitor all stages and touchpoints in the sales funnel and provide updates and recommendations on metrics and quality to the Director.

The Marketing Manager will work with the team to develop reporting requirements and utilize the Customer Relationship Management (CRM) System capabilities to target campaigns and key messages.

The Marketing Manager will identify and ensure that the marketing team are using the most appropriate tools and technology in line with best practice for an efficient and timely work culture.

D) Marketing Processes and Procedures

Under the direction of the Director, Marketing and Communications, the Marketing Manager will develop the annual marketing plan, marketing and promotions calendar, marketing budget and reporting requirements. The Marketing Manager will be responsible for providing daily support to the marketing team to ensure marketing plans are in line with annual plans, resources are identified and allocated appropriately to execute on the plans, and marketing initiatives are monitored for effectiveness and revised or altered as necessary. The Marketing Manager will also review content of all communication and marketing collateral to ensure brand and messaging consistency in accordance with objectives and York brand standards.

The Marketing Manager in coordination with Organizational Effectiveness develops, implements, documents, and/or suggests improvements to marketing processes and procedures. The Manager; ensures the effective use of project management tools, and conducts training for staff wherever necessary.

E) Market Research

The Marketing Manager keeps up to date on and will inform marketing best practice in line with industry standards. Further, the position will guide and initiate regular market and competitor analysis exercises and research to support the development of strategies for school and program level marketing.

F) People and Financial Management

The Manager will be responsible to:

- Lead the development, sustainment, and review of high quality and effective marketing plans;
- Ensure all marketing plans are tracked and properly entered and updated by the team in project management software;
- Establish clear goals and priorities for the team that are aligned with the School's objectives;
- Provide coaching and regular feedback to the marketing team to optimize their strengths and professional development; ensuring efficient execution and optimal team performance;

- Monitoring the continuing studies advisors in terms of service levels, KPIs and metrics and providing feedback to the Director.
- Support recruitment, selection, and onboarding of quality talent for the marketing team.

The Marketing Manager will also be responsible for ensuring that they are fully knowledgeable of all applicable Collective Agreements, University human resource policies and practices, and related employment legislation and managing staff in compliance with same.

Under the direction of the Director, the Manager will create and manage a central marketing budget and have oversight of all program marketing budgets. The Manager will be responsible for monitoring ROI and marketing metrics to ensure all marketing decisions are determined based on data.

G) International Marketing

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

The Manager will work closely with the Director, Marketing and Communications, Director of International Education & English Language Institute and Recruitment Managers to provide marketing and conversion support to meet direct recruitment targets.

H) Special Projects and Other Duties

The Marketing Manager will occasionally be required to perform other duties, and support projects that relate to the School.

3. SUPERVISORY RESPONSIBILITIES:

Positions	No. of Incumbents.
Marketing Specialists (YUSA 1)	3
Digital Marketing Assistant (YUSA 1)	1
Content Marketing Assistant (YUSA 1)	1
Total number of staff supervised:	5

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, Marketing and Communications

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 Manager 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 Director. The Manager must be independent, analytical, data driven, consultative and demonstrate good judgment and decisiveness.

6. DIRECTION RECEIVED:

The Manager receives direction from the Director; however, this position is expected to function independently and establish own objectives within the context of short and long-term business plans. The Manager reports to the Director 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:

Payroll Budget	\$350,000
Operating Budget	\$2,000,000

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

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 equivalent. 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: Min 3 years' experience managing staff and vendors. Preference is given to management experience in a multi-unionized environment.
2. Marketing: Min 4 years' experience planning integrated 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: Min 3 years' experience in software required to create and manage a 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. Sales experience (particularly relating to conversion management) is an asset

C. Skills (Specialized knowledge):

- Strong written and verbal communication skills.
- Skilled in development of annual plans and budgets and establishing contingency plans to achieve targets.
- Problem solving and critical thinking skills to creatively meet targets.
- Project management expertise with critical-path mastery and ability to achieve results.

- Copywriting, use of digital media for revenue generation and brand management, quality control within a communications team, best practices and technology for marketing and enrolment management, and project management
- Knowledge and understanding of Canadian and international legislation, ethical standards and policy documents relating to marketing, data collection, privacy, and accessibility.
- Communications and Public Relations expertise designing and implementing internal and external communication and PR strategies including media relations and change management communications.
- Customer Relationship Management expertise with reporting and optimization of CRM software, and marketing automation.
- Metrics: demonstrated expertise with measurement, benchmarking, and ROI analysis.
- Best practices in qualitative and quantitative market research
- 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 Manager works in a normal office environment, making extensive use of computer, phone and other technologies. The Manager will travel occasionally to conferences and professional meetings.