

Job Title:	Digital Design and Program Promotion Coordinator
Grade:	14
Division/Department:	Registrar’s Office
Reports to (<i>title</i>):	Registrar
Date of completion:	April 9, 2024

General Accountability:

As part of the Registrar’s Office, the Digital Design and Program Promotion Coordinator works in collaboration with the Registrar to provide proactive support and design for all degree program promotion initiatives with a focus on electronic and print materials. The role also aids the Registrar, other registrarial staff, and staff and faculty at Renison University College. The incumbent uses their thorough knowledge of design principles for both print and electronic materials, as well as Renison and University of Waterloo policies and practices, to perform a variety of administrative functions in support of academic programs, including degree publication editing and coordination, communication and user experience design, creation of newsletters and social media posts, website maintenance, course and program promotion and retention.

Key Accountabilities:

COURSE AND DEGREE PROGRAM PROMOTION

- Leads the editing of degree program or course related publications and information process wherever this information appears either by updating the information or contacting the appropriate source or subject matter expert.
- Edits degree program or course related publications at Renison, University of Waterloo and externally or liaises with individuals who do to ensure the work is completed.
- Documents, establishes, and communicates the annual cycle of external and internal degree program promotion materials deadlines, processes, and key contacts.
- External and internal publications may include viewbooks, posters, departmental and central Renison websites, external websites, OUIInfo, OUAC, and other sources not named here.
- Ensures information published complies with Renison and uWaterloo approved and/or published marketing and brand standards.
- Works closely with External Relations and Communications (ERC) personnel to understand and use brand guidelines and institutional voice.

- Adheres to the policies and agreements at Renison and University of Waterloo to ensure any publications align with the language used in the Academic Calendar which is the contractual agreement between the University and the student.
- Follows changes to Canada's Anti-Spam Legislation (CASL) and liaises with individuals at Renison while working to develop creative methods of promoting degree programs and courses within the parameters of the legislation.
- Makes recommendations of opportunities to expand program promotion through various mediums and external sources. The outcomes of those recommendations may fall within this role to manage or within Marketing and Recruitment at Renison.
- In consultation with the Registrar and Director, M&R, supports Marketing and Recruitment on special tasks as required.
- Ensures consistent, accurate, and appropriate information is used in all media and publications that represent Renison.
- Leads the design of webpages central to Renison degree programs in cooperation with ERC to ensure designs align with Renison and University of Waterloo brand standards.
- Works with each academic department at Renison to ensure accurate information and update departmental websites as required.
- Develops and documents an annual review process of all websites related to degree programs and degree courses in accordance with any existing timelines at Renison or the University of Waterloo.
- Works as part of the website maintenance and social media team to ensure a cohesive appearance to the website and centralized approach.
- Liaises with department representatives when appropriate to ensure departmental information is accurate and meets the goals of the departments as well as supporting Renison's strategic plan.
- Ensures web presence meets the requirements of Renison's strategic plan and makes recommendations for changes if it does not.
- Ensures that information on the website coincides with policies, requirements, and expectations of students as outlined in the Academic Calendar and other publications.

DIGITAL AND PRINT MATERIALS DESIGN AND CAMPAIGN CREATION

- Designs, creates, and coordinates the creation of original promotion materials for Renison degree programs and degree courses which may include electronic or print brochures, posters, newsletters, invitations, advertisements and paid ad campaigns, flyers, postcards, and other artwork.
- Creatively finds new ways of promoting degree programs and courses across all campuses while adhering to guidelines set by ERC at Renison, Renison Marketing and Recruitment, and Marketing and Undergraduate Recruitment (MUR) at uWaterloo.

- Uses available software applications and special visual design techniques (such as info graphics and user experience models) to promote degree programs and courses. Also recommends new software or related tools to design and publish program promotion materials.
- Adheres to all AODA accessibility policies related to print and digital materials and advises others on how to maintain these standards.
- In collaboration with the Registrar at Renison and Renison Marketing and Recruitment, designs program and course promotion campaigns that aid in achieving Renison's strategic plan through promoting prospective student lead capture and increased student retention activities.
- Writes and edits materials to support the program and course promotion campaigns and other publications as required.
- Follows, or recommends changes to, any established program promotion, admissions, and enrollment timelines.
- Creates a timeline for when new program promotion campaigns should be refreshed and consults with and engages all relevant parties through each planning cycle.
- Shares information and plans on how program promotion campaigns can be incorporated into departmental publications and recruitment events so everyone at Renison is sharing a unified message.
- Works alongside and regularly meets with M&R at Renison and MUR at the University of Waterloo to ensure everyone at Renison is informed about key happenings and plans across all campuses.
- Develops a database of instructor research that could be used in recruitment efforts. Includes outstanding instructor research in program promotion materials.
- Works with other colleagues to contribute to any photography and videography plans that communicate key messages and researches creative ways to develop financially responsible videos and other visual campaigns.

DEGREE PROGRAM RELATED INTERACTIONS

- Designs and writes email communications for prospective and current students as required to promote recruitment, conversion, and increased enrollment.
- Develops and documents a communication plan for prospective and current students that includes information relevant to them on their journey through the student life cycle.
- Works with Student Experience and Housing to ensure that communication efforts are not doubled, but rather provide a seamless experience for students.
- Design presentation templates and draft scripts for use with program promotion and increasing course enrollment as requested.
- Responds to admissions (or other registrarial or departmental) email inquiries as relevant to get a sense of what information prospective and current students need to know and at what stage in their journey.

- Manages the email promotion process for admissions and recruitment using various communication management tools.
- Manages the communications to special groups at various times throughout the year. This might include but will not be limited to warm fuzzies, acknowledgement and offer admissions emails, program, and course promotion communications.
- Works with various departments at Renison, the Affiliated and Federated Institutions of Waterloo, and the University of Waterloo to develop and coordinate targeted interactions focused on recruitment, conversion, and retention.
- Maintains lists of prospective and current students in cooperation with others in the Registrar's Office and Marketing and Recruitment at Renison.

ACADEMIC ADVISING

- Maintains confidential accurate student academic records, including the tracking of academic program changes, plan modifications, and petitions.
- Advises students on academic policies, procedures, and timelines.
- Keeps abreast on changes related to curriculum and how they might impact students.
- Interprets academic policy and relays information to students.
- Reviews academic progression and aids students with knowing what is required for their degree.
- Searches for ways to improve the student experience from an administrative lens and provides suggestions for improvement to Registrar.
- Flags students who are academically at risk and provides information to Registrar.
- Responds to advising related inquiries.
- Escalates issues or concerns to Registrar as appropriate.

CURRICULUM AND COURSE ADMINISTRATION SUPPORT

- Maintains up to date knowledge on policies and practices to provide guidance and act as the primary resource to the Registrar, VP Academic and Dean, academic unit Chairs and Directors, administrators and staff within Renison regarding curriculum matters (courses and academic program requirements).
- Holds primary responsibility for Renison undergraduate and graduate curriculum submissions; proofread, revise, submit and track curriculum items to ensure they are processed through all appropriate and necessary levels of approval in a timely and accurate manner.
- Oversees record keeping of curricular documents and data, and related administrative processes; use records for research to support and advise academic units within Renison on matters such as program and course changes, development, new initiatives. Liaises with Arts Undergraduate office, Graduate Studies and Postdoctoral Affairs, and Undergraduate Calendar staff (University of Waterloo) on behalf of Renison regarding academic calendar matters.

- Maintains editorial responsibility for Renison pages in the Undergraduate Calendar; proofread and edit content after approval to ensure changes are reflected correctly.
- Develops and maintains timely communication within Renison regarding curricular matters, such as alerting departments of upcoming submission deadlines, requirements, policies, important information affecting them, global changes requiring action at the department level.

DATA COLLECTION AND REPORTING

- Provides data and statistics related to role activities upon request.
- In consultation with the Registrar, works with ERC and M&R to establish data and success measures and report back to Registrar and academic departments regarding the outcome of established campaigns and materials.
- Creates, maintains, and assists with the collection and reporting of records at the request of the Registrar.
- Develops surveys or other ways to collect data and information from staff, faculty, and students as required.

REGISTRAR'S OFFICE SUPPORT

- Designs, creates, and distributes any letters and certificates for current or past students of Renison when appropriate.
- Provides front-line service to students in the absence of other members of the Registrar's Office. Refers students or records their information when necessary.
- Creates promotional materials for scholarships and scholarships process annually.
- Creates webforms upon request for a variety of subjects or information gathering exercises.
- Assist with events and event management support as required.
- Monitors office equipment and supplies, placing orders and service requests as needed.
- Manages departmental email accounts, copier codes, and general office area passcodes.
- Liaises with Renison University College's Facilities department about general facility related issues.
- Maintains mailboxes; distribute incoming mail; arrange deliveries.
- Occasionally may be required to work outside regular business hours to support events or other Registrar's Office or Renison initiatives or events.

Qualifications:

- Required:
 - University degree. Preferably in user experience design, graphic design, marketing, communications, advertising, writing. A combination of college certificates, university degrees, and experience will be considered.

- 2+ years user experience design or graphic design for print and electronic promotional materials.
- 2+ years designing promotional campaigns for lead capture (print, web, presentations).
- 2+ years writing promotional material and drafting email communications.
- Preferred:
 - 1+ years managing promotional campaigns that cross over various departments and stakeholders.
 - 1+ years administrative experience preferably gained in a university environment.
 - 1+ years knowledge of post-secondary policies and procedures.
- Excellent communication [written and oral], interpersonal and organizational skills.
- Demonstrated excellence with user experience design or graphic design skills obtained through education and experience.
- Strong computing skills using Microsoft Office Suite and other design software, and proficiency in website structures and maintenance.
- Demonstrated ability to manage overlapping complex program promotion campaigns that include various stakeholders and competing timelines.
- Demonstrated ability to work as part of a team and independently with minimal supervision within a deadline-oriented, multi-tasking environment.
- Ability to work in an environment with regular interruptions and shifting priorities.

Working Conditions:

Physical Effort: Work activities involve alternating positions of light physical activities. Majority of time is spent in a comfortable position with frequent opportunity to move about at will.

Physical Environment: Works in an environment with occasional exposure to mild unpleasant conditions. There may be a remote possibility of risk of accident or health hazards.

Sensory Attention: Work activities involve a need to concentrate on a variety of sensory inputs for intermediate durations at a time, requiring close attention several times daily. If sensory activities are interrupted, time is required to backtrack to resume activities. The need for detailed or precise work is moderate.

Mental Stress: Work activities are performed in an environment with occasional exposure to one or more mental pressures. The mental stress would not be noticeably disruptive to the work, nor would the unpleasant reaction be too strong or persistent.