



Job Posting for Positions in TMG

The content of the job posting is aligned with the job description and should not be edited. The hiring manager may add additional information that are important for job applicants to know.

Job Title: Assistant Director, Marketing and Enrolment	Band: M	Mosaic Job #: 006162
Department: Centre for Continuing Education	Leadership Level:	
Reports To: Director	Job Family: Advancement, Development and Public Relations	

Department, Unit or Project Description:

McMaster University's Centre for Continuing Education (the Centre or CCE) is an ancillary focused on the learning needs of adults who are typically working professionals wanting to study part-time. Presently, CCE offers over 30 programs including certificates and diplomas in different professional areas; professional development offerings; programs targeting the learning and development needs of McMaster employees. CCE also organizes diverse community engagement activities; engages in internal and external partnerships; provides corporate learning opportunities for local businesses as well as provincial and national organizations; and maintains professional relationships with accrediting bodies and provincial and national learning associations. CCE employs a staff of approximately 35 and more than 100 part-time instructors and consultants.

The Centre's programming, marketing, recruitment, and enrolment needs are significantly different from those of the main campus. Given that 80% of all academic enrolments are in online courses and today's increasingly competitive marketplace in adult, professional and online education, both staff members and management in the Centre are deeply committed to excellence in learning design and technologies and the demands of changing workplaces and market trends.

Job Summary:

In this newly created role, the Assistant Director, Marketing and Enrolment will be an integral member of CCE's leadership team, responsible for developing and overseeing the marketing and promotional strategy for CCE's programs. He or she will ensure that the needs of CCE are met operationally by the marketing staff with, as relevant, select services provided by external providers. He or she will also be responsible for the development and implementation of the marketing budget and its relationship to the larger CCE budget and strategic directions. Working with CCE staff members and the leadership team, the Assistant Director, Marketing and Enrolment will strive to ensure that CCE achieves and exceeds enrolment targets; retains existing students; and further penetrates the online education marketplace, thereby bringing new students to CCE and discovering new market opportunities. Use of appropriate data analytic strategies, knowledge of leading edge trends in university continuing education and marketing in this sector, and a collaborative team-based approach are critical to this position.

The Assistant Director, Marketing and Enrolment will also play a key role in promoting a positive public image of the Centre for Continuing Education to all audiences including the media, the internal McMaster community, the regional community, the adult learner community, CCE alumni, and leaders in the university continuing education sector throughout the province and across the country. Over time, the Assistant Director, Marketing and Enrolment will assist in the development and execution of an international marketing strategy to reach adult learners including working professionals in other English-speaking countries.

Accountabilities:

- Serves as active and valued member of the CCE leadership team with specific responsibility for annual and three-year strategic plans for the marketing of courses, programs (certificates and diplomas, professional development programs, corporate training opportunities) and community engagement initiatives where CCE is involved
- Develops, prioritizes, and leads the execution of core elements of marketing plans to support the overall CCE brand and growth objectives
- Leveraging a proven track record in developing brands and brand strategies, develops marketing strategies that include performance metrics
- Leads all web site, social media, and emerging new media strategies
- Leads the development and execution of marketing campaigns including program-specific and more general campaigns
- Leads the development of strategy documents, marketing tools, and other materials required to support the marketing plan
- Analyzes, evaluates, and assesses risk and impact of developments internal and external to the University that may affect CCE and adult learners
- Utilizes market research and skills in data analytics to maximize return on investment for CCE.
- Tracks and reports return on investment to the leadership team and other CCE staff as appropriate
- Develops evidence-based marketing benchmarks, analyses, and reports to track progress of all elements of marketing plans
- Determines annual recruitment and retention targets in collaboration with leadership team and informed by data gathered from other CCE staff members
- Seeks buy-in from marketing staff and other members of the CCE staff to ensure that marketing is using strategic, contemporary, and program-specific marketing tactics to develop marketing and promotional campaigns that meet (and ideally exceed) said targets for enrolment and retention
- Ensures that all marketing and communication approaches align with McMaster University brand requirements while demonstrating flexibility, timeliness, and appropriateness for adult learners and the university continuing education community in Canada
- Prepares and provides oversight for marketing budget as part of CCE's larger budget
- Researches and recommends new and leading-edge strategies for the marketing of continuing education in the competitive online marketplace
- Leads decisions taken regarding CCE's CRM system
- Analyzes data made available through the CRM and other systems to make evidence-based decisions regarding winning promotional techniques and where marketing resources should be focused
- Participates on committees and working groups within and outside of the University as relevant
- Maintains close relationships with the broader marketing and communications community of

the University and in Hamilton

- Builds extensive and positive relationships on behalf of CCE
- Engages in ongoing professional development such that the Centre for Continuing Education positions itself as a leader in marketing timely, accessible and flexible programs regionally, provincially, and nationally
- Empowers members of the CCE marketing team and other staff members in the unit to be responsive, evidence-based thinkers and actors
- Models the highest level of service to adult learners choosing to study with the Centre for Continuing Education
- Engages in respectful and productive relationships with all CCE stakeholders and community partners
- Ensures that CCE administrators, staff, instructors, and others are equipped to deal effectively with internal and external marketing and communication issues
- Provides strategic advice to the leadership team on complex and sensitive crises pertaining to brand as well as public and student perceptions of CCE
- Actively engages in collaborations and partnerships that strengthen CCE's reputation regionally, provincially, and nationally
- Executes HR responsibilities including hiring, training, monitoring quantity and quality of work performed, performance management, progressive discipline/discharge, participation in grievance proceedings, and maintenance of confidential staff files
- Engages in regular reward and recognition strategies for marketing staff and participates in
- Assigns and balance workloads of direct reports and ensures that members of the marketing team have the knowledge, skills, and attitude required to be a high functioning and cohesive team
- Supports the development of staff through co-identification of areas in which professional growth is required and determination of means to achieve the required learning

Qualifications:

Education:

- University degree in a relevant field such as business, marketing
- A Master's degree is an asset

Experience:

- 5-7 years of senior management experience in marketing in a competitive environment; experience in university continuing education and online learning sector ideal

Knowledge/Skills:

- Proven experience serving at the leadership table of a rapidly evolving sector that involves online and other forms of courses, programs, and business development opportunities including blended and face to face learning situations
- Demonstrated excellence in collaborative leadership
- Proven skill in the development of strategic plans and execution of both strategic plans and annual plans carried out by marketing staff
- Knowledge and skill in better-best and cutting-edge marketing approaches and ability to anticipate technological changes in the field and the impacts on a continuing education sector
- Knowledge of data analytics and social media marketing strategies as well as the expertise to

make data driven marketing decisions

- Sound judgment
- Excellent interpersonal, communication, and teamwork skills
- Superior project management, time management, and budgeting skills
- Demonstrated service disposition in working with persons both insider and outside of the organization
- Commitment to the values and practices of community engagement as relevant to the organization
- Knowledge of McMaster University policies and guidelines as they pertain to university continuing education
- Knowledge of McMaster's brand standards and strategies
- Knowledge of programs for web management, content management, learning management systems, and emerging communication and marketing technologies

Additional information:

Leadership Effectiveness:

McMaster's core leadership capabilities are designed to nurture employee engagement through best people practices. All leaders will demonstrate these *Leadership Capabilities* by: *Taking a Strategic Approach; Communicating and Collaborating; Developing People; Investing in Relationships; Championing Change and Innovation; and Driving Results.*