Job Title:	Marketing Specialist
Reports to:	Director, Marketing
College/Unit:	University Advancement
Job Family:	ASPA, Specialist/Professional, Phase 2
Position Review Date:	January, 2013

Primary Purpose
The Marketing Specialist will provide leadership and support to the development and implementation of innovative, effective and reliable marketing strategies to advance the reputation, priorities and goals of the University of Saskatchewan in alignment with the university's branding and marketing program and integrated plan.

Nature of Work
Reporting to the Director, Marketing, the specialist works closely with members of the communications leadership team and with academic and administrative leaders across the campus. The specialist fosters an environment of service, clarity, dependability and collaboration, ensuring the marketing and branding strategies are created and implemented that meet the needs of the university community, aligns with the university's strategic directions, University Advancement's mission and supports the university's reputation and position in a competitive environment. The university environment is people-oriented, complex, decentralized, and fast-paced with concurrent priorities and deadlines.

The specialist exercises judgment, discretionary decision-making and builds collaborative relationships with a cross-section of senior administrators, faculty, staff and other key stakeholders to develop and implement the marketing and branding strategies of the University of Saskatchewan while ensuring workplace efficiencies and seamless service to stakeholders. The work requires a proactive, strategic approach and the ability to communicate effectively to a diverse audience through a variety of methods and communication mediums. Establishing and maintaining positive, mutually beneficial relationships and confidentiality is essential to success. The specialist participates and provides input in the development of marketing and branding policies and processes. Work will involve strategic marketing planning, including creation, co-ordination, implementation, management and evaluation activities, which are necessary for the success of projects. Consequence of error is significant to the university's reputation and profile. The position requires some travel and occasional evening and weekend work.

University Advancement (UA) is responsible for institutional advancement programs (alumni and external relations, communications and fundraising), and as such is dedicated to supporting the advancement needs of all colleges, units and the university as a whole. UA is comprised of specialized teams including Advancement Services, Alumni Relations, Community Outreach and Engagement, Development, Finance and Trusts, First Nations & Métis Engagement and University Communications. More than 100 advancement professionals and support staff work at various locations including the UA office at Innovation Place, in colleges and schools across campus, at the English River office and at the Station 20 West office. The Specialist is located in the central University Advancement office.

Accountabilities

- Develop and implement strategic marketing plans with measurable outcomes to support the priorities of the University of Saskatchewan that raise the profile and reputation of the university locally, nationally and internationally in alignment with the university priorities.
- Build and foster key relationships with leaders and marketing professionals at the University in a highly decentralized environment and work with community partners and suppliers in order to advance the University marketing and branding priorities.
- Play a key role in the development of the U of S branding and sub-branding strategies in order to differentiate our university in a competitive environment
- Assist in key research in order to identify U of S key strengths against peer institutions
- Ensure the university's visual identity and guidelines are stewarded and appropriately implemented in all marketing strategies and plans.
- Provide innovative, effective and reliable strategic marketing advice and expertise to colleges and units to support the success of business initiatives and outcomes
- Manage budgetary requirements of marketing initiatives and projects and ensure the effective use of resources.
- Protects and enhances the reputation of the university by ensuring that marketing plans and strategies align with university priorities, directions and positioning strategy.

Qualifications
Education - An undergraduate degree in marketing, communications or a related field. An equivalent combination of education and experience will be considered. IABC and CPRS membership and credentials are considered assets.

Experience – 3 to 5 years of directly related experience in marketing and/or communications with at least three years of progressive responsibility; experience and success in applying marketing and branding strategies and principles in a complex and decentralized environment; Experience working in a post-secondary environment is an asset. Knowledge of the University of Saskatchewan's culture, issues, goals and stakeholders is an asset.

Skills - strong leadership and consensus building skills; the demonstrated ability to think and act strategically, responding positively to challenges; superior ability to interact with and engage people; highly motivated and organized with polished presentation, written and interpersonal skills; strong customer ethic with the ability to work independently, collaboratively and within a team environment; exceptional strategic planning skills; and proven experience in exercising diplomacy, creativity, and self-motivation.

Competencies

Leadership / Vision

The demonstrated ability to build a shared, compelling and credible vision of the future, influencing people to ensure outcomes that support achieving the vision; applicable to all jobs at all levels; a culture of leadership.

- Influences others to share and commit to a common vision
- Fosters positive work and learning environments
- Values and considers differing points of view before making a decision
- Makes timely decisions even when unpopular or difficult
- Anticipates how decisions affect people
- Delegates authority and responsibility
- Holds others accountable for making and meeting commitments
- Provides continuous, honest and supportive feedback
- Supports development and continuous improvement

Support for Progress

The demonstrated ability to initiate, implement, and support innovation and institutional change and enhance programs and services.

- Challenges the status quo
- Advocates innovation and creativity, even when risk is involved
- Adapts and maintains productivity in an atmosphere of changing practices
- Demonstrates an optimistic attitude towards change
- Demonstrates emotional maturity and resiliency in difficult circumstances
- Engages and supports others in the change process
- Works with, rather than resists, forces of change

Results Orientation

Focuses on results and completing objectives within the framework defined by the University's plans and policies.

- Readily accepts and responds to challenges
- Directly confronts problems and persists in finding solution
- Remains optimistic and persistent in the face of adversity
- Demonstrates courage rather than avoidance to resolve difficult issues
- Identifies shared interests to develop positive outcomes
- Focuses on facts and root causes rather than reacting to symptoms
- Celebrates successes and learns from mistakes

Personal Effectiveness

Demonstrates an ability to reflect, clarify and commit to what is important, take responsibility for growth and development, and contribute to positive and productive work and learning environments.

- Demonstrates integrity and ethical conduct in words and deeds
- Keeps promises and commitments even when unpopular or difficult
- Seeks out and appreciates feedback, demonstrating a commitment to learning
- Accepts ownership and responsibility for outcomes
- Learns and recovers from setbacks / mistakes
- Shares expertise willingly and is sought out as a resource for others
- Forgoes personal recognition in support of success of others
- Takes responsibility for balancing work and personal commitments

Communication

The demonstrated ability to convey information and ideas to individuals in a manner that engages the audience and helps them understand, retain, and respond to the message.

- Communicates clearly and ensures understanding
- Listens actively to understand others' points of view
- Provides useful and valuable information to others
- Demonstrates an awareness of the effects of communications on others
- Understands and demonstrates the need for confidentiality and discretion

Relationship Building

The demonstrated ability to develop the rapport necessary to build, maintain and/or strengthen partnerships and relationships inside and outside of the University.

- Seeks out and promotes positive relationships
- Builds opportunities through collaboration and partnerships
- Maximizes opportunities to achieve outcomes through or with others
- Demonstrates understanding, respect and concern for others
- Participates willingly and openly supports team decisions
- Proactively deals with conflict by openly addressing problems