

**HUMAN RESOURCES  
SIMON FRASER UNIVERSITY**

ADMINISTRATIVE & PROFESSIONAL  
JOB DESCRIPTION

Position Number: 115876

**A. IDENTIFICATION**

|                              |   |
|------------------------------|---|
| Position Title:              | Senior Director (Managing Director), Marketing & Brand Management |
| Department:                  | Communications & Marketing (External Relations)                   |
| Position Reports To (Title): | Executive Director, Communications & Marketing                    |
| Date:                        | September 8, 2014   |

**B. POSITION SUMMARY**

*Briefly describe the primary function and purpose of the position in one or two sentences.*

Reporting to the Executive Director, Communications & Marketing within the External Relations portfolio, the Senior Director (Managing Director), Marketing & Brand Management provides leadership of a comprehensive branding and marketing strategy to enhance the institution's brand profile. The incumbent guides strategic planning and marketing in support of the University's institutional priorities, including alignment with the goals of key faculties, departments, and centres.

**C. DUTIES AND RESPONSIBILITIES**

*Starting with those you consider the most important, list and describe the main duties and responsibilities of the position. For each item start with an action verb and briefly describe WHAT is done, HOW it is done and WHY it is done. Indicate in the right hand column the percentage of time spent on each particular task.*

| Description   | % of Time |
|---|-----------|
| Creates, implements and evaluates a strategic marketing strategy and robust plan to support institutional priorities while responding to emerging opportunities. Ensures alignment with marketing goals of key areas, such as Beedie School of Business, Student Services, Lifelong Learning, among others.                   | 10        |
| Establishes a plan for the Simon Fraser University brand differentiation and development over the next three years and beyond by developing a marketing strategy and related campaign(s) to leverage the university's 50 <sup>th</sup> anniversary in 2015/16.  | 25        |
| Directs, analyzes and recommends market research, including but not exclusive to SWOT analyses, audience analysis, survey development and evaluation, to constantly monitor and measure marketing results to assure that pre-established goals are achieved.  | 10        |
| Utilizes an optimum mix of marketing communications tactics to heighten the awareness of Simon Fraser University as an independent brand, utilizing a communications mix of traditional, interactive and social media that delivers marketing messages to target audiences at optimum efficiency and with measurable results. | 15        |
| Manages SFU's digital presence from a branding/marketing perspective (in collaboration with University Communications and IT-based web team).   | 10        |
| Leads the design, production, editing and creation of marketing communications programs and campaigns, overseeing the internal Creative Studio and outside agencies, with an eye to campaign alignment across SFU to heighten awareness of the SFU brand.   | 10        |

|   |   |
|---|---|
| Collaborates with sister institutions within Canadian and international markets on any co-branding efforts for joint or partnered initiatives.  | 5 |
| Collaborates and coordinates with the University Communications team within External Relations to ensure strategies, tactics and objectives are aligned and synergized.                             | 5 |
| Supervises professional and support staff in addition to external marketing and branding agency services.   | 5 |
| Plans and prepares the department annual operating budget (approximately \$800K) in accordance with the strategic Communications & Marketing plan and University financial policies and procedures. | 5 |

**D. DECISION MAKING**

*i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?*

Makes decisions regarding the creation, development (including goals and metrics), and implementation of the strategic marketing plan for SFU; makes decisions informed by market research and analyses; makes decisions regarding effective brand differentiation and development; makes decisions regarding effective communication mixes of traditional, interactive and social media; makes financial management related decisions; and makes supervisory decisions and responds to grievances at the appropriate level.

*ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.*

Approval of the strategic marketing plan for SFU; major changes in the approved strategic plan; requests for additional funding; and significant human resource issues.

**E. SUPERVISION EXERCISED**  
*Indicate the number of continuing employees for whom the position is responsible.*

Number of continuing employees reporting directly to the position: 1\*

Total number of continuing employees for whom the position has direct responsibility: 22

Notes: Also supervises outside agency services as required

\*May increase to 5 over the next year as a result of restructuring and an expected expansion of the portfolio.

**F. SUPERVISION RECEIVED**  
*Describe the extent to which the supervisor determines the day to day work load of the position and assists in the completion of duties. Explain the nature of guidance received and how often work is checked or reviewed.*

Works under broad administrative direction.

**G. UNUSUAL WORKING CONDITIONS**

Flexibility in work hours is required to be available for evening and weekend work.

**H. ENTRANCE QUALIFICATIONS**

*What combination of experience, training and/or formal education do you believe is the minimum required to perform the duties of this position?*

Undergraduate degree in a relevant discipline and 15 years of related experience in marketing and marketing communications in a complex matrix organization, or an equivalent combination of education, training, and experience.

Proven track record of leadership of marketing functions and campaigns within complex organizations including measureable results.

Proven ability and success in brand development and brand management.

Ability to communicate with and present to senior leadership, including the ability to develop and deliver complex materials.

Demonstrated success creating effective marketing plans and programs, including objective-based campaigns.

Demonstrated ability to work with peer managers to enhance business process with cross-functional teams.

Demonstrated ability to establish short and long range goals and operational benchmarks.

Superior written, verbal, and interpersonal communication skills.

Excellent leadership and supervisory skills.

Excellent analytical reasoning, organizational, conflict resolution, and negotiation skills.

Proficient in the use of current marketing applications, systems, and tools.

**I. ORGANIZATIONAL RELATIONSHIPS**

*Indicate in the appropriate blocks the title of the position to which this position reports and the titles of positions reporting directly to it. If more detail is required, add additional blocks.*

