



Job Description

Position Title	Deputy Manager – Marketing and Engagement
Department	Graduate School Curation Program
Reporting To	Senior Manager, Graduate School Curation Program
Date	July 09, 2024
Type of Position	Full Time

POSITION DESCRIPTION

The Deputy Manager, Marketing and Engagement, plays a key role in enhancing visibility, engagement, and stakeholder relations within the Graduate School Curation Program. Responsibilities include developing and executing marketing strategies, managing social media presence, and fostering partnerships to support program growth and student recruitment.

DUTIES AND RESPONSIBILITIES

The duties and responsibilities of this position include, but are not limited to, the following functions:

Program Development & Strategy:

- Support the recruitment and selection of students into the Graduate School Curation Program (GSCP).
- Develop programs to engage faculty in GSCP initiatives such as seminar sessions, independent studies, and research projects.
- Develop manuals and guidelines for effective student advising within the GSCP.
- Manage communications with students and stakeholders regarding program updates and GSCP offerings.
- Act as the program's liaison with external stakeholders, facilitating formal correspondence and building partnerships.
- Support the GSCP Office staff in activities related to the recruitment and selection of students into the Graduate School Curation Program (GSCP).
- Provide leadership in orienting and advising the GSCP students; monitor their adherence to basic requirements and their progress towards graduation, arrange interventions as needed (through the Office of Academic Performance), and develop manuals and guidelines on student advising specific to the GSCP.
- **GSCP Prep School Implementation & Operations**
 - Support in design, planning and launch of the GSCP Prep School.
 - Plan, coordinate, and prepare materials for Prep School workshops and programs; and present/facilitate workshops and seminars as needed.
 - Communicate with internal and external communities for Prep School.
 - Coordinate program logistics and provide administrative assistance to support the Prep School curriculum, seminars, and other initiatives taken by the program.
 - Collaborate and liaise with the HU Marketing Dept and assist with the development of marketing collateral including the GSCP web site, blogs, videos, etc.

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- Lead GSCP written communication (monthly newsletters, presentations, annual reports, social media strategy etc. through the development of content and design for the same.
- Support the Offices of Resource Development, Global Engagement and Student Recruitment and Admissions Office for activities related to GSCP.
- Prepare presentations for GSCP office and upper management, summarizing key findings, progress updates, and strategic recommendations based on data analysis.
- **Social Media Marketing**
 - Develop and execute a comprehensive social media strategy to promote the GSCP and its initiatives.
 - Create engaging content for various social media platforms, including Facebook, Instagram, LinkedIn.
 - Manage the GSCP's social media accounts, ensuring consistent branding and messaging.
 - Generate compelling and informative content to highlight the benefits of the GSCP and showcase student success stories.
 - Collaborate with program staff, faculty, and students to gather content and testimonials for social media posts.
 - Create multimedia content, including graphics, videos, and infographics, to enhance engagement and visibility.
 - Foster a sense of community among current and prospective GSCP students through social media interactions.
 - Respond to inquiries, comments, and messages on social media promptly and professionally.
 - Monitor social media trends and participate in relevant conversations to increase the program's visibility and reach.
 - Develop targeted social media campaigns to reach undergraduate students interested in pursuing graduate studies.
 - Promote GSCP events, workshops, and informational sessions to encourage student participation and engagement.
 - Provide regular updates and reminders about important deadlines and opportunities related to graduate school applications.
 - Highlight partnerships and collaborations with graduate schools, scholarship providers, and other organizations on social media.
 - Showcase the benefits of these partnerships in supporting students' graduate school aspirations and career goals.
 - Monitor key performance metrics for social media channels, such as engagement, reach, and conversion rates.
 - Prepare regular reports on social media performance and present findings to program leadership.
- **GSCP Alumni Engagement and Tracking**
 - Develop and implement comprehensive alumni engagement strategies aligned with the institution's goals and objectives.
 - Identify opportunities to strengthen connections with alumni and enhance their engagement with the university.
 - Serve as the primary point of contact for alumni relations, responding to inquiries, and maintaining regular communication with alumni.
 - Develop and execute communication plans to keep alumni informed about GSCP news, events, and initiatives through various channels, including email, social media, and newsletters.

- Plan, coordinate, and execute a variety of alumni events, including reunions, networking receptions, professional development workshops, and volunteer opportunities.
- Collaborate with internal stakeholders and external partners to ensure successful event outcomes and maximize alumni participation.
- Collaborate with other university departments, including academic programs, career services, and student affairs, to integrate alumni engagement into broader institutional initiatives.

GSCP Pillar Specific Tasks:

- **Undergraduate Academic Alignment with Grad Schools (UGQ):**
 - Monitor the progress of **AHSS Dean's Fellows** and PBoS Members in meeting research and graduate school requirements.
 - Identify gaps in the curriculum and suggest modifications to ensure alignment with project goals and academic standards.
 - Track mentoring interactions between fellows and students, particularly focusing on graduate school application preparation.
- **Research**
 - Research local and international bodies for potential collaboration opportunities.
- **Advising and Mentoring:**
 - Develop manuals and guidelines on student advising specific to the GSCP Program.
 - Lead office hours to provide guidance and support for graduate school application preparation, including all grad school application components.
 - Track mentoring interactions ensuring effective support and mentorship for graduate application preparation
- **Funding**
 - Research and create a regularly updated database of graduate school scholarship bodies and their contact information for the GSCP office to reach out to.
 - Communicate relevant scholarships, honors status, and course information to students and appropriate university departments.
- Lead in developing ties with these scholarship agencies.

Eligibility

- Passionate about education and its social impact as a cause
- Proficient in program development and strategy implementation within an educational context.
- Excellent written and verbal communication skills, including stakeholder management and policy documentation.
- Strong social media marketing proficiency across various platforms, with a focus on content creation and community engagement.
- Experience in advising and mentoring students, particularly in graduate school application preparation.
- Competent in data collection, analysis, and report writing, with the ability to collaborate effectively with a data team.
- Knowledgeable (or expresses interest) about scholarship opportunities and funding resources for graduate school, with networking skills for building partnerships.
- Ability to work independently and collaboratively in a dynamic, fast-paced environment, with a commitment to diversity and inclusion.

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REQUIRED JOB SPECIFICATIONS	
Required Qualification	✓ Bachelor's degree in marketing, Communications, Business Administration, or a related field. Master's degree preferred.
Required Experience	<ul style="list-style-type: none"> ✓ Minimum of 3-5 years of experience in marketing, communications, or program management, preferably in higher education or a similar setting. ✓ Proven track record of developing and implementing successful marketing strategies and engagement initiatives.

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)		
<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Data Analytics	High
2.	Social Media Engagement	High
3.	Communication Skills	High
4.	Microsoft Office (Excel & Word)	Medium
5.	Planning & organizational skills	Medium

Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

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