

## Job Position Title: Product Marketing Lead, PowerED™

### Section 1: Position information

Effective date: 2024-04-01	
<input checked="" type="checkbox"/> Update only	<input type="checkbox"/> Classification review
Position title	Product Marketing Lead
Position number	998878
Classification level	Proposed – Level C
Location	Remote
Department	PowerED™ Unit within University Relations
Reports to	Manager, Client Success & Product Insight

#### Position summary

As a Product Marketing Lead at PowerED by Athabasca University, you will be the driving force being getting a diverse range of online learning programs to market. The Product Marketing Lead will be the overarching voice of PowerED customers (learners), mastermind of messaging and content, enabler of sales, and accelerators of adoption. This role will be instrumental in promoting our diverse range of online learning programs.

This role involves coordinating marketing campaigns, creating compelling content, managing digital marketing channels, and collaborating with internal teams to achieve business objectives. The successful candidate will contribute to the growth of PowerED by effectively communicating the unique value propositions of our courses and programs to target audiences. The Product Marketing Lead leads the development of integrated, go-to-market campaigns that are focused on driving results, plays a key role in meeting lead generation and enrolment targets, and enhance PowerED's overall market position while elevating Athabasca University's brand.

The Lead executes the development and operations of plans and related activities consistent with and in support of PowerED's product roadmap and on-going program catalogue. The Lead will provide oversight to PowerED's digital and non-digital marketing campaigns, activities, and programs in collaboration with relevant stakeholders, including importantly, AU's centralized marketing team.

Reporting to the Manager – Client Success and Product Insight, the Product Marketing Lead is a key member of the PowerED team and plays a critical role in generating measurable results for the unit. Success in this role is defined by developing a deep understanding of the markets we serve, customer needs, and alignment of our product offering to those needs.



### **Duties and responsibilities**

Organize key responsibility areas and include % of time spent, where possible.

#### **Campaign Coordination (45%)**

- In support of PowerED's strategic program releases develop, implement, and evaluate integrated marketing plans to promote and drive sales of PowerED products to meet enrolment targets.
- Study PowerED products and audiences for proper value-based positioning.
- Follow and analyze marketing trends to position products effectively, including market research.
- Develop product marketing strategies including but not limited to pricing, advertising, launch timelines for new and existing programming.
- Craft compelling messages across various channels (landing pages, paid and organic social, and advertising campaigns)
- Coordinates advertising and media purchasing for the PowerED catalogue in conjunction with AU Marketing, including acting as primary contact for most third-party relationships and contracts.
- Bring new ideas to test marketing opportunities and evolve tactics via a continuous improvement model.
- Directs concept and production of marketing copy, materials, and collateral. Ensures a uniform and consistent brand image across all platforms, aligned to AU's brand and visual standards.
- Manages projects effectively, on time and on budget while working with various stakeholder groups and external contractors.
- Works within defined project budget guidelines for all assigned projects.
- Gathers and monitors research and marketing intelligence that helps drive strategic, business, and operational decisions. Identifies new and diversified marketing trends and opportunities to better identify, reach and reflect target markets.

#### **Relationship Building (25%)**

- Collaborates with the other University Relations teams to ensure a consistent, leading edge and strategic presence across all online platforms.
- Collaborates extensively with graphic designers, writers, editors, printers, advertising and promotion sales representatives, photographers and web designers and developers.
- Builds internal cross-departmental and cross-faculty relationships through providing marketing and counsel, recommendations, and deliverables.
- Collaborates with AU Marketing to create a learning and mentoring environment where potential and shared knowledge is gained.

#### **Product Marketing and Social Media (30%)**

- Responsible for execution of PowerED's product marketing strategy leveraging all available digital and non-digital marketing and communication platforms to support brand development, lead generation, and ultimately enrolment growth. This requires working in



conjunction and coordinating with AU Marketing to ensure brand compliance and efficiencies.

- Coordinate with on-going AU marketing and communications activity including social media marketing, paid advertisement and content that supports PowerED marketing goals and objectives in alignment with AU priorities.
- Ensures all PowerED product pages are updated and aligned with relevant content with a strong understanding of product positioning and optimized lead generation, search-engine marketing, and overall awareness.
- Coordinates with the communications unit to develop and execute social media and content marketing plans that support PowerED product initiatives.
- Manages email automation plans through coordination with Alumni Engagement, AU Communications, and others as necessary to accurately communicate PowerED value to various audiences.

## Classification factors

### Communication:

This is a Lead position and as such must possess exceptional written and verbal communication skills, as supported by a results-driven portfolio of previous work in integrated marketing. A strong knowledge of integrating social media platforms into marketing campaigns is a must. High expectations around the ability to write audience and platform specific copy. The incumbent must be diplomatic, confident, and comfortable when communicating with stakeholders at all levels: AU faculty, staff, student/alumni, prospective students, and external audiences. The incumbent will have regular contact with managers, department heads, and other internal and external stakeholders, concerning matters requiring input, clarification, or resolution. The incumbent will represent the university at meetings, seminars, workshops etc., to expand professional expertise and maintain professional contacts that support assigned functions

### Supervision:

No supervision is required for this role.

### Impact of service or product:

Working with the AU Marketing, this position is responsible for the development and executing implementation of the PowerED's marketing activities within the larger university's Marketing strategy and will have a significant impact on the brand/reputation of both the unit and university as well as related institutional strategic enrolment goals and objectives.

### Independence of action:

This position is expected to manage independently without supervision in areas of responsibility while liaising with AU Marketing and other University Relations functions to ensure strategic alignment; however, must consult with the Manager when appropriate to do so.

**Complexity:**

The range and diversity of responsibilities assigned to this position results in a high degree of complexity; he/she must have strong organizational and problem-solving skills and the ability to prioritize diverse requests within tight deadlines. It is imperative to keep abreast of the latest trends within the field.

**Planning:**

Project management skills and the ability to show a high degree of initiative, motivation and integrity are essential for this position. The incumbent will play a primary role in formulating and executing the product marketing got-to-market strategies that are consistent with and in support of the university strategic plans.

## Section 2: Qualifications

**Qualifications**

Includes education, experience, skills, abilities, and any other special qualifications required. The qualifications relate to the position, not the incumbent.

**Education:**

An undergraduate degree in business (major in marketing), public relations and/or communications is required or some combination of related education and experience.

**Experience:**

Requires minimum three years related experience, preferably in a post-secondary or public-sector environment. The candidate should bring a strong focus on product marketing with experience in both a business to consumer (B2C) and business to business (B2B) approach to account-based marketing.

Knowledge of digital marketing and sales enablement practices in all areas with the proven ability to apply knowledge to meet the needs and challenges of the university. Required experience includes digital marketing strategy development and project management, budgeting, communication, change management including support of initiatives and programs, negotiation skills, relationship influence and innovation abilities.

**Skills and abilities:**

- **Leadership:** Understands & interprets trends, addresses university issues & challenges with clarity, energy, and confidence. Has the ability to adapt to new and changing situations. A progressive idea person (design thinker) who encourages adoption of "Best Practices" while exhibiting the ability to innovate and develop new tactics.
- **Professional:** Acts as both a leader and an integral part of several teams. Possesses high ethical standards and an honest, open, and consistent approach to working with peers, employees, senior leadership, and AU's various standing committees.
- **Service Orientated:** Exhibits a personal style that builds a service orientated, "value-added" culture.
- **Pragmatic Decision Maker:** Recognizes priorities and changing approaches. Shows common sense and intuitive judgment. Able to make operational decisions.



- Communication: Exhibits strong written, verbal and presentation skills and is an active listener. Builds trust through demonstrated objectivity and consistency. Gains commitment of staff.
- Strong knowledge of common customer relationship management (CRM) systems, Microsoft Office, Adobe Creative Suite, database computer programs, all the various social media platforms, marketing automation platforms, as well as information technology in general. Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising marketing and social media campaigns.
- Team player, with the confidence to take the lead and guide the faculties and other departments when necessary.
- Has a good knowledge of emerging trends in marketing and social media.

## Signatures

Incumbent signature		Date: 2024-02-23
Supervisor signature		Date: 2024-02-23
Director signature	<b>Brock Olive</b> <small>Digitally signed by Brock Olive Date: 2024.02.23 12:59:02 -07'00'</small>	Date: 2024-02-23
Executive Officer signature		Date: 2024-02-23
Human Resources signature		Date: 2024-02-23

March 4, 2024