

Job Description

JOB TITLE:	Digital Initiatives Officer	DATE:	March 1, 2016
REPORTS TO:	School Administrative Officer		
JOBS REPORTING:	None		
LOCATION:	Writer Learning Resource Centre (WLRC)		
GRADE:	USG 8		
DEPARTMENT:	School of Optometry and Vision Science		

PRIMARY PURPOSE: The incumbent is accountable to the School of Optometry and Vision Science Administrative Officer to develop, write and edit communication materials including brochures, news releases, and articles, as needed. He/she is responsible for the design and maintenance of the School's website, and the publication of the School's print and digital newsletter. The incumbent investigates, recommends, and implements innovative, enhanced methods of reporting research metrics and impact to support the School. The position is two-fold, as it is housed within the Witer Learning Resource Centre (WLRC), and is responsible for day to day assistance to WLRC patrons, where he/she participates in WLRC learning and research, circulation services, uWaterloo committee work and special projects.

KEY ACCOUNTABILITIES:

Include 3-4 key accountabilities of the role. These key accountabilities should reflect 80%-90% of "what the job does not the "how".

1.	<p>Responsible for School of Optometry and Vision Science communications strategy, and website design and maintenance:</p> <ul style="list-style-type: none"> • Writes and edits multi-media web and online content in alignment with digital-content-writing best practices and web accessibility legislative requirements • Writes and maintains content while ensuring relevance, timeliness and effective alignment with strategic goals • Incumbent retains a detailed understanding of uWaterloo web design, web-editing and website accessibility standards. The incumbent ensures he/she is up-to-date with the latest website software and tools used by the university • Assumes project management responsibilities for the initiatives that he/she is responsible to complete • Maintains awareness of news, events and current research activities in the School
2.	<p>Responsible for advancing, implementing, and supporting a range of services related to analyzing and reporting research productivity and impact at the School of Optometry and Vision Science:</p> <ul style="list-style-type: none"> • Contributes to the institutional planning process by providing data and reports upon request from the School Director of Research • Develops and maintains an awareness of the trends and issues related to university-level rankings and research impact, such as bibliometrics and other forms of impact measurement, and, in collaboration with IAP, responds to related questions

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	<ul style="list-style-type: none"> • Participates in research data analysis/impact projects with on-campus departments, as needed
3.	<p>The incumbent is responsible for the design and implementation of a range of instruction initiatives to teach, inform and promote resources through the Witer Learning Resource Centre (WLRC). He/She is required to possess a good understanding of optometric and ophthalmic terminology, and an in depth knowledge of the school’s curriculum and materials. The incumbent is skilled in the use of resources available to students, staff and faculty, including print, multimedia and internet resources licensed to the University of Waterloo:</p> <ul style="list-style-type: none"> • Collaborates with the Optometry Librarian to develop and deliver instruction seminars and class presentations, and also in-depth personal or small group consultations to address specific research requests • Contributes to the effective operation of the WLRC by providing back-up for colleagues, including sharing responsibility with the Circulation Supervisor for being on call evenings and weekends, as needed • Assists the Circulation Supervisor with hiring circulation desk attendants and training them to provide basic research services • Continually updates his/her awareness and knowledge of the latest research services, resources and technologies used at the university • Co-ordinates WLRC support for alumni through applications for annual grants to fund the provision of alumni access to online resources that are valuable to practicing optometrists. • Promotes research resources through instruction sessions, alumni newsletters, social media outlets, and in person at alumni events

POSITION REQUIREMENTS:

If hiring today, what would be the minimum requirements?

Education: Post-secondary degree in marketing communications, online journalism, public relations, writing-centric and/or corporate communications or equivalent, and/or relevant combination of education and experience.

Experience: Minimum of 3-5 years of digital and or web marketing and communications experience. Excellent written and verbal communication skills. Thorough knowledge and understanding of and practical experience in marketing communications, print and electronic media, and strategic communications planning. Excellent copy editing and proofreading skills. Demonstrated understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards and testing. Expert knowledge of social media trends, digital analytics tools, and maintenance of content for strategic digital communications that meet the Faculty’s overall communications objectives. Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management system, social media accounts).

Technical:

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MS Word	Excel	PowerPoint	Other
Advanced	Advanced	Advanced	HTML, University of Waterloo Advanced Drupal-based WCMS, Adobe suite, Hootesuite (or equivalent)

NATURE AND SCOPE:

- **Interpersonal Skills:** Internally, he/she may communicate with all employees, and at all levels. Must demonstrate political acuity and be a successful facilitator. Incumbent must be able to effectively manage change and succeed in time sensitive situations with potential for public and campus scrutiny, and potential for impact on the University's reputation. The incumbent will be required to work closely and collaboratively with Marketing and Strategic Communications and campus-wide marketing and communications colleagues to ensure consistency in institutional messaging and management of university image and reputation.
- **Level of Responsibility:** The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to communications programs. Must be a strong strategic thinker and able to help lead change in an evolving environment.
- **Decision-Making Authority:** The position demonstrates a deep understanding of new and emerging media and is expected to bring innovative approaches and new concepts and models to communications programs
- **Physical and Sensory Demands:** Demands typical of a position operating within an office environment
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the University's normal operating hours may occur from time to time.