

## Job Description



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<b>Job Title:</b>	Communications Co-ordinator
<b>Department:</b>	Office of the Registrar
<b>Reports To:</b>	Editor, Undergraduate Calendar and Manager, Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	January 2022

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### **Primary Purpose**

The Communications Co-ordinator works collaboratively with and assists the Editor/Manager to effectively communicate with the University community, clients of the Office of the Registrar (RO), other academic support departments, and student support services on campus.

This role acts as the web content co-ordinator for several large-scale websites within the RO, is responsible for the co-ordination of mass email communications to undergraduate students (approximately 38,000) and employees, and assists the Editor with the annual production of the Undergraduate Studies Academic Calendar.

### **Key Accountabilities**

#### **Mass Emails and Information Distribution**

- Co-ordinates all aspects of mass email communications: drafting, obtaining approvals, generating electronic extracts from the student information system using query tools, testing, ensuring quality control, deploying, and reviewing analytical data.
- Shares approved communications on websites, as appropriate.
- Acts on requests from campus stakeholders submitted to registrar@lists.uwaterloo.ca (Mailman) and updating the membership lists as required; responsible for training new stakeholders on the processes and procedures for using the listserv.
- Responds to all generic email accounts that support our websites.
- Assists the Editor/Manager with the monthly production of an employee newsletter.

#### **Web Content Co-ordination**

- Maintains an editorial calendar for websites within the RO: Registrar's Office, Quest, Undergraduate Studies Forms, Student Awards and Financial Aid, Registrar Resources, Important Dates, Registrar's Team Guidelines; Advisors Resources (co-owned with Student Success Office).
- Assists the Editor in identifying new content opportunities.
- Performs routine maintenance on websites to ensure all online content is up-to-date and accurate, error free (quality control); working closely with various content stakeholders to keep content current or to create new content/build new web forms.
- Completes recommended changes, inventory, design, preparation of forms (web accessible fill-in PDF forms or online web forms) for use by the RO (and any forms used shared with Graduate Studies and Postdoctoral Affairs); consults with the Student Service Centre when applicable.
- Assists in updating and disseminating important date information displayed on the web (e.g., the student Portal, the Daily Bulletin, the UWaterloo home page, social media).

#### **Undergraduate Studies Academic Calendar**

## Job Description



- Assists the Editor by ensuring the materials submitted by Calendar representatives are accurate, grammatically correct, and compliant with accessibility legislation and Waterloo style guidelines.
- Shares responsibility for the production of training and procedural documentation, and helpful resources for Calendar representatives.
- Conducts training sessions, and is a point of contact for inquiries, troubleshooting, and solving problems that originate from Calendar representatives.
- Completes requests received to update the Calendar structure.
- Sets permissions and access of staff/faculty using the software.

### **Communication Special Projects**

- Assists the Editor/Manager when communication needs are identified in special projects within the RO.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Post-secondary education and/or a combination of education and work experience

### **Experience**

- 1-2 years' experience in a role where written communications is a key accountability
- Experience and knowledge of producing accessible web content and accessibility requirements (AODA)

### **Knowledge/Skills/Abilities**

- Demonstrably effective writing, editing, and proofreading skills for content in a range of styles
- Strong attention to detail, planning, and co-ordination skills
- Excellent interpersonal communication skills for varied audiences
- Strong workflow and prioritization skills to manage multiple and conflicting deadlines
- Good project management skills
- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Advanced: Adobe Professional
- Intermediate: web content management (Drupal, HTML)
- Familiarity with disseminating emails via a mass email platform (e.g., Groupmail)
- Knowledge of curriculum approval processes is an asset

## **Nature and Scope**

- **Contacts:** The incumbent must maintain a productive working relationship with all management and staff in the Office of the Registrar, with Calendar representatives, and with communications and web development colleagues across campus. The incumbent routinely interacts with members of the academic community and other administrative departments in the performance of their duties.
- **Level of Responsibility:** The job has defined duties and responsibilities and receives direct supervision but is expected to perform with minimal daily supervision. Must have excellent judgment and the ability to build consensus and foster teamwork among a variety of stakeholders in the calendar production effort across campus.

## Job Description

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- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities and of the role; expectation to consult with Editor/Manager for decisions outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment.
- **Working Environment:** Primarily office-based, long hours at a computer; various cross-campus meetings. Minimal exposure to disagreeable conditions that are typical of an office environment. This role involves minimal physical or psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions.