

Job Description

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| Job Title: | Communications Manager, Library |
| Department: | University Library |
| Reports To: | Senior Development Officer and Head, Communications |
| Jobs Reporting: | Student Engagement Coordinator, Communications Design Specialist |
| Salary Grade: | USG 10 |
| Effective Date: | February 2021 |

Primary Purpose

The Communications Manager will provide leadership for the Library's communications and community engagement strategies in support of the Library's strategic plan. The incumbent is responsible for conceptualizing, planning, and implementing communications strategies and policies across all media, to align with the goals of the Library and to raise the profile of the Library both locally and nationally. The incumbent also plays a key role in the development and implementation of events to engage the community and promote the Library and its related projects and initiatives. As part of a dynamic team within the Library and with our campus partners, the incumbent will provide exceptional leadership to a creative Communications team, inspiring success and fostering an environment of collaboration and support.

Key Accountabilities

Communications Strategy

- Develops, implements, and manages a comprehensive communication strategy, connecting the Library with key target audiences including students, faculty and staff, donors, and the public
- Works collaboratively with library staff to understand communication needs
- Develops, analyzes, and reviews communications plans and content using metrics that can be clearly identified and measured
- Creates and directs communications and events across multiple channels to enhance the Library's profile and reputation
- Provides strategy for key Library messages for communication and outreach materials in all media formats
- Represents the Library in campus communication groups and teams, collaborating with communications professionals across all units including University Communications, Faculties, and Academic Support Units

Planning, Creation, and Execution of Creative Content

- Proactively writes, edits, creates content, project coordinates, executes, and evaluates Library communications
- Provides creative support including strategy, content creation and editing for all Library units including close collaboration with and support of the University Librarian
- Creates narrative and writes compelling stories that demonstrate impact, inspire user engagement, and raise the profile of the Library
- Collaborates with digital team on web content, using analytics and best practice to inform content strategy

Team Management

Job Description



- Fosters an environment of teamwork, collaboration, and high performance with team of communication specialists
- Provides leadership, mentorship, and support of team; manages, coaches, trains staff
- Leads collaborative team projects, sets clear and reasonable expectations, and establishes a strong framework for high performance and successful results
- Creates and maintains a work environment that recognizes and rewards professional quality, respectful communication, creativity, and positive energy
- Sets team members up for success by assessing performance and providing feedback and support so they are best able to reach their full potential
- Provides for and encourages professional development and learning opportunities for staff

Project Management

- Develops and executes project strategies and integrated communication plans across all channels to successfully engage our audiences and inspire action
- Evaluates all communication and outreach initiatives, through data analysis and soliciting feedback to inform future decision making and return on investment
- Supports Library events
- Coordinates and art directs photography and video development when required, working collaboratively with colleagues who may be the project lead
- Looks for opportunities to integrate communications, reduce duplication and streamline communications process
- Budget oversight

Other

- Participation in special projects, committees and task forces as opportunity and interest presents
- Remains current on communications best practices and digital trends for effective communications for Library users and target audiences
- Engages in active learning by seeking opportunities for ongoing training and professional development

**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

- University degree in communications, writing, journalism, or public relations or equivalent combination of education and experience

Experience

- 5 years relevant experience in communications or marketing role, preferably in education or not-for-profit sector with a proven record of writing, editing, and developing creative communications in print and digital platforms for multiple audiences; demonstration of progressive responsibility with complex communication strategy
- Minimum 3 years demonstrated success in exceptional team management; supervising, developing, and evaluating team members is required

Knowledge/Skills/Abilities

Job Description



- Possess exceptional writing and editing skills, with experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of University-level communications
- Experience developing compelling, integrated communication programs and creating persuasive content for different audiences including news items, articles, web content, profiles, reports, video, social media and publications
- Ability to work collaboratively as part of a team, build consensus, and demonstrate diplomacy, sound judgement and relationship building skill
- Ability to understand the goals, strategy and planning of an organization and translate that into compelling communication and outreach strategy and content
- Strong organization skills, including a disciplined approach to project planning and execution with exceptional attention to detail and accuracy; able to excel in situations with multiple priorities
- Strategic planning proficiency, with evidence of critical thinking and analytical skills, to enable communications and outreach plans assessment
- Ability to evaluate project and program ROI; experience in overseeing budgets
- Advanced Word, Excel and PowerPoint skills; Adobe Creative Suite as asset; Drupal Content Management system; experience with web, digital and social media channels
- Sound knowledge of design and print production process as asset
- Understands privacy regulations with respect to the University sector as asset

Nature and Scope

- **Contacts:** Internally works with colleagues across the Library, collaborates with partners in various University units including University Communications, Student Success Office, Office of the President, Office of the Provost, Human Rights, Equity and Inclusion Office, etc.; externally will have contact with Library users and donors, coordinates with third party vendors, community organizations, etc.
- **Level of Responsibility:** Ability to take initiative where minimal direction is required. Ability to inspire colleagues to work collaboratively towards a common goal. Ability to act as a key relationship manager with campus partners. Leads to solve problems and provides direction, guidance and support to communication team and colleagues. Leadership role in developing communications strategies and leading projects.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods to operationalize communications strategies and plans, workflow, consultation, organizing resources and other writing/edit accountabilities; determines the optimum course of action to solve problems and exert a positive influence on other stakeholders; contributes toward budget development and oversight of expenditures.
- **Physical and Sensory Demands:** Demands typical of a communications position operating within an office environment; some movement across campus as required
- **Working Environment:** Deadline and management pressures with concurrent demand for thoroughness and accuracy; generally agreeable office environment; occasional hours outside of normal operating hours.