

Job Description

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| Job Title: | Communications Officer |
| Department: | Dean of Mathematics Office |
| Reports To: | Director, Strategic Communications |
| Jobs Reporting: | N/A |
| Salary Grade: | USG 9 |
| Effective Date: | April 2021 |

Primary Purpose

The Communications Officer will plan and implement the marketing and digital efforts of the Faculty of Mathematics to advance its image, profile, and reputation in support of the communications strategy. They will provide broad strategic and specific tactical leadership for the 60+ web sites, digital screens and social through measurement and collaboration with the broader University community. They will work together with the Director, Strategic Communications to uphold the University and Faculty branding.

Key Accountabilities

Leading digital

- Conduct and secure research to identify business needs and user needs to meet the University's strategic marketing and communications objectives via web, digital and social channels.
- Monitor and report on metrics for web, digital initiatives and identify, and track related internationally respected measures.
- Provide leadership and guidance on all digital and content marketing and communications to the department, campus-wide colleagues and senior leadership.
- Creates a long-term digital communications strategy for the Faculty to support strategic objectives and integrated communication needs.
- Strategically and systematically evaluates emerging and longer-term opportunities in digital communications.
- Scans the environment for key information and messages to inform the development of communications strategies.
- Manage major digital communications initiatives undertaken for the faculty, including content audits and reviews, and migrations of sites into the University's Content Management System (WCMS).
- Applies research-based decision making to improve web content to meet user and organizational needs (i.e., improve find-ability, search engine optimization (SEO) relevance/stickiness).
- Assumes project management responsibilities for web, online and social media content development and maintenance (including people, tools, time, and budget).
- Aligns the Faculty's digital communication initiatives with the Waterloo vision, brand promise and attributes.

Writing and editing

- Researches, writes, and edits compelling copy for marketing collateral that supports strategic initiatives. Work with designers, photographers and external vendors to create visually appealing products within budget.
- Acts as an editorial resource by assisting with researching, writing, editing and designing strategic publications and communications including annual reports, backgrounders, and brochures.

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- Write and edit multi-media web and online content in alignment with digital-content-writing best practices and web accessibility legislative requirements and provide editorial support for web content as required.

Messaging and branding

- Develops messaging for Faculty leadership at speaking engagements, in keeping with and relying on a knowledge of advancement goals and priorities.
- Participates in the development of messaging for the Faculty
- Remains up-to-date and knowledgeable about all academic and research activities within Math to make educated statements about Faculty activities, and to optimize stakeholder participation in communications initiatives.
- Maintains an exceptional understanding of brand guidelines and promote a unified look and feel for the Faculty through the creation and maintenance of a suite of promotional material.
- Encourages adherence to brand guidelines among faculty, staff, and students by fielding questions, and providing direction and expert counsel on best practice.
- Works in support of the Director, Strategic Communications to enhance the profile, image and reputation of the Faculty in the media and general public,

Relationship building

- Develop and build strong relationships and maintain a network with University colleagues involved with communications and content strategy.
- Autonomously develop ongoing expertise and stay current in a changing media and social media landscape.
- Build relationships within the Faculty of Mathematics and the wider university in support of Faculty and University objectives.

**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

- Degree in marketing or strategic communications, or related field, or equivalent experience. English, Journalism or Advertising degree preferred.

Experience

- Minimum of 5-7 years of experience in a relevant marketing communications role, preferably with experience in the university sector.
- Public relations experience is a strong asset.

Knowledge/Skills/Abilities

- Superior written and verbal communication skills
- Proven strategic thinking
- Excellent presentation skills
- Experience in positioning and brand building

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- Creative campaign development
- Advertising planning
- Media planning and buying
- Measurement and evaluation
- Demonstrated success in producing effective print publications
- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders, including among others, the media, the public, employers, recruiters, academics, and funders.
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Actively and skillfully engaged in social media.
- Advanced knowledge of Word, Excel, PowerPoint, Drupal-based content management system.

Nature and Scope

Contacts: Internally, the incumbent will initiate and maintain contact and professional working relationships with administrative personnel, faculty members and students in the Faculty of Mathematics, Communications personnel across other faculties, within Marketing and Strategic Initiatives and the rest of the campus. The incumbent will also interact with vendors.

Level of Responsibility: The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace and the role of marketing and communications in achieving the Faculty of Mathematics and the University's stated goals.

Decision-Making Authority: Responsible and accountable for developing the tactics required as set out by the strategy for fully integrated marketing and communications programs; following program evaluation making recommendations for program changes with consultation with the Director as appropriate.

Physical and Sensory Demands: Minimal 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 normal operating hours of the institution can sometimes be expected in this role.