

Job Description

Job Title:	Communications Officer, Media
Department:	Dean of Mathematics
Reports To:	Director, Strategic Communications
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	April 2021

Primary Purpose

The Communications Officer, Media is responsible for researching, writing, editing, and coordinating communication materials specifically written for external audiences as a means to enhance the Faculty's reputation as a world-class leader in mathematics. The overall objective is to advance the Faculty's image through the production of professional, compelling, and effective communications materials.

Key Accountabilities

Research and Writing

- Write media releases, web stories, news stories, research profiles, op-ed material (for distribution by the UW Media Relations Office).
- Conduct research, interviews, write, edit, source photos and fact-check a variety of story content for the Faculty and unit websites.
- Research faculty and student profiles for alumni publications, as required.
- Interview faculty and researchers as required for story development.
- Support the integration and leveraging of content across a range of Faculty online channels as a means to support the Faculty's marketing communications strategies.
- Ensure consistency, accuracy, and excellence in quality and content of messaging in all written pieces.

Collaboration

- Identify opportunities for story profiles and review with the communications team to determine next steps, and add to Faculty Communications editorial calendar and planning tools.
- Analyze issues, events, trends, and items that could impact Faculty profiles and alert the team.
- Regularly review and contribute to media relations editorial calendars for planning purposes.
- Work collaboratively with the communications team in order to strategically support Advancement and the Faculty's goals.
- Provide excellent service to colleagues across the team and the Faculty of Mathematics.

Other

- Provide back-up copy writing and editing services to members of the Mathematics communications team, as required.
- Attend events to compose notes capturing key messages, take photographs and video, and network with attendees to provide content for stories.
- Perform other duties of a comparable level/type, such as a photography support at the Faculty events, as assigned.
- Other duties as assigned

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**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 <ul style="list-style-type: none">• University degree in journalism, English language and literature, public relations, or equivalent combination of education and experience.
Experience <ul style="list-style-type: none">• 3-5 years of extensive journalism experience as a writer in an academic or media environment.• Exceptional written and verbal communication skills; excellent editing skills.• Experience in interviewing people for media profiles.• Experience in news and media researching skills.• Experience in translating technical concepts into simple language to facilitate understanding from researchers to media and other external audiences.• Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies.• Experience in a university environment is strongly preferred.
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Positive energy and attitude.• A passion for and commitment to the Faculty of Mathematics and commitment to developing its experience for all stakeholders.• Proven ability to take difficult concepts and make them understandable and interesting to a general audience.• Proven ability in managing multiple deadlines that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities.• Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.• Effective time management skills, ability to multitask, and confidence in decision making under pressure.• Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.• Effective interpersonal and written communication skills.• Ability to quickly produce and distribute quality, thoughtful, and engaging content,• Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.• Flexibility to adapt to unexpected and time sensitive demands.• Experience using web-based user interfaces to manage and maintain web content (e.g., web content management system).• Understanding of mathematics, statistics, and/or computer science is considered an asset.

Nature and Scope

- **Contacts:** Interacts with colleagues at all levels across the Faculty to develop trust, rapport, and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall Faculty of Mathematics communications

agenda. Must maintain productive internal and external working relationships with primary internal groups including Dean, faculty, students, alumni and staff within the Faculty of Mathematics. Internally interacts with colleagues across the university including Office of Research, faculty-based recruitment personnel, Office of University Relations, Creative Services, and Marketing and Strategic Communications. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Confident communications skills to interview researchers on technical elements of research work. Able to manage confidential information, and work independently or as part of a team. Able to work as part of a project team in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.

- **Level of Responsibility:** This position performs specialized work with minimal supervision and has the ability to take initiative where minimal direction is provided. Proactive in contributing ideas and solutions.
- **Decision-Making Authority:** Responsible for meeting critical project milestones and deadlines.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions. As a member of the communications team, work outside of normal hours can be expected.