

## Job Description

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<b>Job Title:</b>	Student Engagement Coordinator
<b>Department:</b>	Library
<b>Reports To:</b>	Communications Manager
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	May 2021

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### **Primary Purpose**

The Student Engagement Coordinator (SEC) contributes to effective library communication through the creation, implementation, delivery and assessment of engaging social media initiatives that increase undergraduate and graduate student awareness of information resources, facilities, services, and events. The SEC coordinates programs that enhance the student experience and is responsible for peer outreach programs that facilitate student engagement and advocacy on behalf of the Library.

### **Key Accountabilities**

#### **Communications Team Operations**

- Collaborates on the development and execution of strategic communications plans
- Liaises between the Communications Team and the committees responsible for student engagement and user experience
- Remains current and knowledgeable with student engagement trends and best practices including peer service, social media, current research
- Provides back-up responsibilities in the absence of other team members, including posting of urgent news items, signage, and web maintenance
- Takes the lead on planning photography shoots and is the primary photographer for promotional purposes and assists with the organization and maintenance of photograph storage

#### **Social Media Management**

- Identifies opportunities, and creates and implements a variety of social media initiatives with the goal of increasing awareness of library information resources, facilities, services and events
- Evaluates social media campaigns and contests using appropriate methods and analytics
- Utilizes university-wide tools to make informed content creation decisions and execute university-wide social media collaborations
- Monitors unofficial online Waterloo communities for emerging trends
- Maintains a clear understanding of student audience technologies, trends, and communication preferences with respect to receiving and sharing information. Translates this knowledge into tactics for enhancing just-in-time message delivery
- Determines the use of social media promoted posts and ad space
- Provides training for library staff members who use of social media in their day-to-day work
- Represents the Library on the campus social media committees
- As a standing member of the Library Signage Committee:
  - Participates in the work of the committee and provides direction on best practices relating to student engagement and social media messaging and signage
  - Creates and updates digital signage content relating to student engagement and social media feeds

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- Creates and edits photographs to be used in/as social media content

### **Student Engagement Activities**

- As a standing member of the Student Engagement Committee with a permanent leadership role (committee co-chair):
  - Provides leadership to committee members and volunteers
  - Monitors activities and budgets and leads the committee in annual reporting so that initiatives may be assessed for effectiveness
  - Coordinates Student Engagement Committee initiatives and library peer outreach program activities, as appropriate
- As a standing member of the User Experience Committee:
  - Provides a student engagement perspective to the work of the committee and ensures effective alignment and coordination with the Student Engagement Committee and peer outreach programs
  - Within the User Experience Committee, takes on leadership roles, as appropriate, in areas where user experience and student engagement intersect
- Acts as the Library's primary liaison to student groups for matters related to student engagement
- Maintains an understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus and collaborates with library and university partners to coordinate Library involvement and support of university-wide initiatives
- Coordinates the development, promotion and delivery of programs and services aimed at enhancing the student experience while ensuring effective implementation of the library's strategic initiatives

### **Peer Outreach Programs**

- Recruits, hires, trains, provides ongoing feedback, evaluates student workers and clearly articulates and provides coaching regarding expectations to ensure that students hired have the skills and training to:
  - Promote the Library and its resources and services in peer-to-peer settings
  - Represent the Library's standards for service excellence
- Reviews and approves student outreach project proposals and provides guidance and advice on feasibility and execution; ensures projects align with Library and university strategic themes and goals
- Prepares and monitors annual budgets, undertakes planning to ensure ongoing sustainability of the program and identifies opportunities for growth
- Collaborates with Library departments, committees and university partners on the administration and delivery of shared programming
- Identifies and develops partnerships across the university in support of peer-to-peer service delivery
- Supports the achievement of University experiential learning credentials for students in library peer-outreach positions

*\*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**

- Bachelor's degree or equivalent education/experience

#### **Experience**

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- Experience developing, promoting and delivering programs and services aimed at enhancing the student experience
- Experience working with students and student associations/groups
- Experience with supervising and training student staff
- Experience creating, implementing, and assessing social media initiatives

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

- Proven self-starter with demonstrated commitment to innovation, creativity, and excellence
- Excellent communication (oral and written), interpersonal, report-writing, organizational, research, and analytical skills
- Excellent time management, organization and prioritization skills and ability to manage multiple and simultaneous projects and deadlines
- Demonstrated ability to develop constructive working relationships with a range of individuals and groups
- Experience using photography tools and equipment
- Thorough knowledge and understanding of and practical experience with developing and delivering effective social media content
- Knowledge of social media trends and ability to learn and master emerging social media technologies/platforms
- Demonstrated commitment to service excellence

### **Nature and Scope**

- **Contacts:** Works in a collaborative environment with varied points of view, requiring sound judgment and consultative skills. The incumbent is required to be a strong team player with flexibility to adjust readily within an evolving environment. The incumbent works with library staff members and committees and collaborates with university academic support units on planning and implementing programs and initiatives in support of student success.
- **Level of Responsibility:** The incumbent is a key member of the Communications Team, focusing on developing, coordinating, implementing and assessing student engagement initiatives; has responsibility for managing peer outreach programs which includes hiring, managing and mentoring student staff and undertaking program planning and assessment; maintaining the Library's social media presence.
- **Decision-Making Authority:** The incumbent works independently and with members of the Library Communications Team to support and fulfill the goals related to areas of responsibility and of the various teams and groups with which they work. As required, the position consults with the program sponsors, committee chairs, and members of the Library Managers Group.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment. During student engagement and peer outreach events there is the potential for extensive standing, lifting, carrying and/or handling objects.
- **Working Environment:** Ability to adapt to frequent and often unexpected demands. On occasion, work outside of normal business hours will be required.