

Job Description

Job Title:	Manager, Communications
Department:	Graduate Studies and Postdoctoral Affairs (GSPA)
Reports To:	Associate Director, Graduate Studies and Postdoctoral Strategic Initiatives
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	July 2018

Primary Purpose

The Manager, Communications provides leadership and guidance on communications strategies. S/he is responsible for the planning, project management, delivery, evaluation and reporting on the impact of communications strategies and programs that support GSPA's goals. The Manager oversees all GSPA websites and social media channels. S/he is responsible for the development and implementation of a digital strategy, including oversight of content and optimal user experience. The role oversees social media planning and execution – optimizing the social content created by GSPA colleagues and campus partners.

The Manager is responsible for raising awareness of Graduate Studies and Postdoctoral Affairs by promoting activities, events, workshops. S/he plays a direct role in ensuring a successful internal communication strategy is created and implemented for current students, faculty, staff and postdocs. The incumbent is responsible for integrating and leveraging content across a range of online channels, planning and creating new digital opportunities while monitoring and editing content on existing websites to optimize reach.

Key Accountabilities

Digital strategy

- Manages all graduate studies and postdoctoral affairs websites; acts as the primary 'Point of Contact' for the Waterloo Content Management System (WCMS) and oversees information architecture and user experience for the websites
- Responsible for creating and executing social media strategies, in partnership with campus stakeholders, including GSPA team; measures and reports on performance of strategies and makes recommendations for future tweaks and improvements as required
- Ensures GSPA digital strategies align with and optimize reach alongside the central University of Waterloo vision, brand and attributes; provides templates and training to graduate and postdoctoral stakeholders to ensure compliance on all channels serving those audiences
- Remains current on all issues, trends, technologies and approaches in the digital landscape; advises Assistant Director, Graduate Communications and Postdoctoral Affairs and GSPA colleagues on best digital strategy tactics;
- Coordinates website projects including implementation of a regular website review schedule (website audits); provides guidance, training, strategic direction and writing/editorial support for website enhancements
- Ensures that GSPA websites and communication channels reflect current, timely and quality activities of graduate students and postdocs; creates opportunities to raise the profile of graduate studies and postdoctoral affairs at Waterloo

Communications and content management

- Writes and edits for a variety of communication vehicles and channels including online content ensuring adherence to best practices and web accessibility requirements; ensures content is relevant, timely and aligns with GSPA and institutional goals;
- Creates and manages editorial calendars and communication planning tools that align with overall communications strategy for GSPA as well as institutional goals and priorities;
- Provides copy editing support to assigned content creators on digital projects in alignment with online writing best practices and web accessibility requirements
- Creates, maintains and optimizes (digital) templates and robust content to facilitate regular communication with GSPA stakeholders, including students, postdocs, graduate staff/faculty
- Oversees activities for internal and external communications, including providing editorial and writing best practices
- Connected to University's emergency and crisis communication to ensure GSPA channels are in compliance with institutional guidelines
- Writes and edits content for Assistant Director, Graduate Communications and Postdoctoral Affairs and other GSPA stakeholders to ensure consistent tone and graduate studies and postdoctoral brand and to facilitate strategic alignment

Research and best practices

- Defines and sets measurable goals and regularly tracks and reports against goals to determine effectiveness of communication and marketing campaigns
- Monitors, creates and translates performance metrics from digital campaigns and strategic initiatives; provides reports to stakeholders to help facilitate an understanding of how initiatives performed and to identify future opportunities
- Actively monitors and reviews activities on GSPA website(s) to ensure optimal user experience; engages with stakeholder groups to elicit, define, and implement improvements to user experience goals
- Provides regular and ongoing training and research dissemination to graduate studies and postdoc stakeholders on best practice for communication/digital campaigns, websites, social, etc.

Project and relationship management

- Creates and updates an annual tactics/process documents that details communication activities (e.g. content calendar), and co-ordinates those activities with internal and external stakeholders
- Ensures the effective project management of digital initiatives, including resources, time, and budget, as well as the definition, monitoring, reporting, and refining of appropriate metrics
- Adopts established project methodology that ensures successful project integration with all stakeholders, ensuring thorough and open communication with all teams involved to deliver on project goals
- Works with a range of stakeholders who create and maintain web/digital content on a regular basis; facilitates a collaborative and supportive approach to foster and encourage creativity, excellence and personal accountability; provides opportunities for regular sharing of best practices
- Acts in a backup capacity to Assistant Director, Graduate Communications and Postdoctoral Affairs on matters related to communication and digital strategies.

Required Qualifications

Education

- Bachelor's degree and/or equivalent work experience in a communications field

Experience

- 5+ years of experience in communications

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- Experience in digital communications and strategies including website design, content management and social media
- Experience writing and editing for various platforms, across all channels (e.g. web, social)
- Thorough understanding of information architecture, web navigation, user interface, usability, accessibility and user experience, metrics and analytics
- Proven experience with accuracy and attention to detail
- Previous work experience in a post-secondary institution preferred
- Ability to manage multiple concurrent projects, define and deliver against organizational priorities, and build and maintain expectations for delivery amongst stakeholder groups

Knowledge/Skills/Abilities

- Proven ability to engage stakeholders to work collaboratively and build consensus in a complex environment characterized by competing priorities
- Passion for writing, editing, and proofreading within a variety of platforms (e.g. website, emails)
- Experience using digital media to enhance and support communications strategies
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- 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

Nature and Scope

- **Contacts:** Communicates with colleagues and stakeholders in a wide range of departments and campus service units and at all levels to recommend and ensure the execution and integration of a variety of communication initiatives; close working relationship with GSPA colleagues;
- **Level of Responsibility:** Primary point of contact of all GSPA websites, including overall quality assurance and accessibility standards; Creates and executes communications plans; Technical expertise/know how related to website and digital platforms. Works with minimal supervision; creates opportunities for collaborations with campus stakeholders
- **Decision-Making Authority:** High level of decision making re: website management and digital communications strategy; Accountability for decisions that have an impact on and consequences for the reputation of the university in the context of graduate and postdoctoral affairs
- **Physical and Sensory Demands:** Office environment (up and down from desk), dealing with distractions in the work environment
- **Working Environment:** Primarily office-based; long hours at computer; travel to/from campus-wide meetings; intermittent work outside normal operating hours to manage crisis communication and support communications for events