

## Job Description

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| <b>Job Title:</b>      | Manager, Integrated Communications        |
| <b>Department:</b>     | University Communications                 |
| <b>Reports To:</b>     | Senior Manager, Integrated Communications |
| <b>Jobs Reporting:</b> | Co-op student(s)                          |
| <b>Salary Grade:</b>   | USG 11                                    |
| <b>Effective Date:</b> | August 2022                               |

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### **Primary Purpose**

The Manager, Integrated Communications is part of a fast-paced team of integrated communications and marketing professionals. Under the direction of the Director, Integrated Communications, the team works closely with a wide range of campus stakeholders to develop strategic communications to advance the University of Waterloo's reputation.

This position is accountable for identifying and delivering the strategic institutional communications content, used across multiple channels to advance the University's image, profile and reputation with local, national and global audiences. The position will develop and implement traditional and digital communication activities in support of strategic goals.

The incumbent will be a storyteller and editor, providing leadership and guidance to senior leaders, administrators and staff on content creation and management. The incumbent will provide guidance to communication colleagues across campus who contribute to the University's program of content marketing.

This position is responsible for planning, evaluating and producing the highest quality content, which will further the reputation and strategic goals of the University. The incumbent must be a highly skilled writer, with superior understanding of both traditional and new communication technologies, and a strategic thinker with deep experience. The Manager serves as a lead editor and provides leadership and guidance to communications professionals across campus on matters of research, style, story development and content creation.

### **Key Accountabilities**

#### **Implement communications plans**

- Under the direction of the Senior Manager, Integrated Communications and working with others across campus, support a pan-University communications plan that reflects and supports the central goals of the University.
- Proactively manage multi-channel communications campaigns.
- Represent Waterloo's voice and position in communication material and facilitate conversations that enhance Waterloo's reputation and are of value to key local, national and international audiences and stakeholders.
- Collaborate with faculty members, University leaders and communications teams across campus to identify and promote research and activities relevant to the University's strategic goals.
- Contributes to the University Relations editorial content calendar for central channels.

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- Make recommendations on innovative approaches to disseminate content using emerging technologies.
- Under the direction of the Senior Manager, Integrated Communications and other University Relations leaders in a matrixed organization, delivers a comprehensive communications content program — from the development to the evaluation and critical assessment of content.
- Create multimedia content for the University's websites, social media channels and a suite of central institutional print and digital collateral used to advance the University of Waterloo's reputation.
- Ensure consistency, accuracy and excellence in quality and content of messaging in all materials.
- Develop multi-stakeholder communications plans to support significant content or events.
- Conduct research, interviews to write, edit and fact-check a variety of communication materials in support of the marketing and communication plan.
- Ensure that Waterloo's visual identity, messaging and style guidelines are consistent in all institutional marketing and communication materials produced by University Relations.
- Support the Emergency Communications Team in delivering of the Emergency Response Plan as required.
- Provides research and writing for strategic institutional documents; determine and coordinate cascading communication plan for stakeholders.
- Attend events to compose notes capturing key messages, take photographs and video and network with attendees to provide content for social media outlets/audiences, e.g., Twitter, Facebook, etc.
- Perform other duties of a comparable level/type as assigned.
- Participate in the administration of specific department-wide responsibilities and other general and specific duties as may from time to time be determined.

### **Insights and understanding**

- Evaluate data and metrics to optimize content creation and distribution across all channels. Use data and metrics to improve the effectiveness of online content.
- Conduct environmental scans to identify new approaches and assess new technologies to deliver content in new and innovative ways.
- Identifies opportunities to promote University key messages in a wide range of content and channels.
- Contributes to creating a strategy for the assignment and selection of photographs; negotiate permissions, prepare copy and photographs for use, write display copy and organize material for designers.
- Collaborate on the development of creative vision for photography to be used across print and digital channels in support of the University's strategic goals.
- Ensures consistency, accuracy and excellence in quality and content of messaging for UWaterloo content and meets current best practices for University communications — including diversity, equity, inclusive language and accessibility.
- Strategically reviews scholarly research to develop content of interest to the University's stakeholders.
- Evaluate research discoveries to determine the most strategic and engaging approach to creating multimedia content that will be used across the University's communication channels.

### **Influence and impact**

- Support the development and delivery of professional development and training programs designed to raise proficiency in communications across campus.
- Champion University Relations' guidelines: writing style, inclusive language and brand.
- Create and maintain tools (e.g., copy decks/content templates; sample content; glossary of terms) to support content creators.

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- Participate in the recruitment and development of University Communications co-op staff; provide leadership, guidance, support and coaching as required.
- Work collaboratively across all units of University Communications and University Relations to deliver on integrated strategies.
- Supervise co-op student(s) and manage the processes involved in advertising and hiring co-op students.
- Provide day-to-day leadership and guidance to colleagues across campus as required.

*\*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 communications, journalism, public relations or related field, or comparable experience.

#### **Experience**

- 5+ years of extensive experience in a post-secondary, marketing or communications environment.
- Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management system, social media accounts).
- Extensive experience using social media and new media tools, social networking sites, video sharing sites, blogs and Wiki.

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

- Proven ability in managing multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities.
- Exceptional written and verbal communication skills; excellent editing skills.
- Extensive interviewing and researching skills.
- The incumbent must be a highly skilled writer and a strategic thinker with superior understanding of digital communication technologies.
- Expertise in strategic storytelling, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development and execution.
- 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.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- The ability to translate technical concepts into simple language or visual schematics in order to facilitate understanding among campus colleagues and leaders.
- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.
- Thorough command of the technologies associated with communications, sophisticated client service and digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- 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.

### **Nature and Scope**

- **Contacts:**

Interacts with colleagues at all levels across the University 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 University communications agenda.

- **Level of Responsibility:**

Requires a deep understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful communications in support of senior leaders and the University.

Engage in communications of highest quality, which reflect and directly impact the reputation of the University in local, national and international spheres.

The incumbent must be a communications professional with experience in producing diverse publications and other communication deliverables (print, web, and digital) with simultaneous or overlapping deadlines, in a fast-paced environment.

The incumbent must have considerable grasp of current communication best practices and is expected to identify new opportunities for effectively reaching Waterloo's many target audiences through new communication vehicles and channels.

- **Decision-Making Authority:**

Responsible for meeting critical project milestones and deadlines. This position may independently lead a project or lead a team.

- **Physical and Sensory Demands:**

Minimal demands typical of a position operating within an office environment. This position requires regular mental and visual concentration while working on the computer, writing and reviewing documents for details and accuracy. Visual strain may result from these activities. Listening concentration is often required to respond to requests for information.

- **Working Environment:**

Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management level responsibilities. Responsiveness is critical to the role. Intermittent work outside the normal operating hours of the University can be expected.