UNIVERSITY OF WATERLOO

Job Title:	Communication Specialist
Department:	School of Architecture
Reports To:	Administrative Officer
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	November 2021

Primary Purpose

The Communications Specialist is responsible for creating, implementing and evaluating a comprehensive communication plan to further strategic goals and raise the profile of the School of Architecture across campus and externally. The Communications Specialist will write and produce compelling communication materials (marketing, digital, social, photography/videography) that span multiple channels and audiences. The Communication Specialist will work closely with the Director and Advancement Manager providing creative and design expertise in the execution of all marketing and communication strategies.

Key Accountabilities

Communications and Content Creation

- Proactively writes, edits, creates content, project coordinates, executes and evaluates School of Architecture communications which may include: web content, social media content, print publications, proposals, letters, video storyboarding and scripting writing, video creation, invitations, media releases, newsletters
- Develops and executes project strategies and integrated communication plans across all channels to successfully engage audience and various stakeholders; works to strengthen identity of School's value, vision and mission within the University and beyond
- Ensures all communication strategies and content aligns and supports the needs of the school
- Works with and supports the Director to develop high-level, customized writing for targeted audiences
- Looks for opportunities to integrate communications, reduce duplication and streamline communications processes
- Conducts research, proactively explores and suggests creative ways to tell our story and expand our audience reach and engagement
- Develops theme, sources content and graphics; builds and maintains a digital archive of photos and videos for publications and digital communications

Marketing and Branding

- Contributes to the development and management of the school's brand and visual identity and ensures consistency of this identity in logos, graphic elements, and in all aspects of communication medias.
- Researches, writes and edits compelling copy for marketing material that supports strategic initiatives

- Point of contact for all marketing projects (eg. Annual brochures, promotional videos and photography), driven by the University and Faculty, and works collaboratively with internal partners eg. Creative Services, Marketing and Undergraduate Recruitment etc. for content and graphics representation of the School of Architecture identity and strategic vision.
- Supports and executes communication and marketing materials for undergraduate and graduate program recruitment, School of Architecture events and supports the Advancement Manager in Alumni and Advancement initiatives.

Create, plan and execute creative digital and social content

- Proactively writes, manages, curates, copy edits and updates content for School of Architecture websites and social media channels
- Creates and manages digital communications strategies and sets tactical plans to deliver on objectives
- Manages the School of Architecture websites and establishes a content strategy, including day-to-day content creation and maintenance, regular content audits and supporting web maintainers via editing support and best practices
- Acts as the School's point of contact for the Waterloo Content Management System (WCMS)
- Looks for ways to improve the online user experience, working collaboratively with colleagues on web best practices, information architecture, usability etc.
- Creates a School social media strategy, and develops and executes compelling social media plans and creative content that promotes School initiatives; using analytics and reporting to inform content strategy
- Develops guidelines and best practices that students and employees can follow for social media sharing anywhere
- Identifies and develops targeted and creative approaches for the integration of print, digital and video strategies across various audiences
- Remains current on issues, trends, technologies, demands and approaches in digital marketing communications
- Has a thorough understanding of digital dissemination tools to ensure communication projects align with end requirements

Internal Communications

- Lead the development and implementation of an effective internal communications program to foster increased information sharing among the school community
- Build relationships with faculty and staff in order to maintain awareness of all teaching and research activities within the school and enhance stakeholder participation in internal communications.
- Ensure relevant external communications are shared internally with key stakeholders through appropriate channels.
- Own and manage the day-to-day activities of ad hoc internal communications, including acting as an advisor to departments and colleagues on best practices. The incumbent will be expected to work closely with senior administration to craft timely and appropriate messages to employees.
- Provides creative support to the Advancement Manager for alumni and advancement initiatives

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- Expands audiences by responding to our public, disciplinary and global communities' needs and crafts a centralized, complete, ongoing and accessible database of these audiences
- Establishes Quality Improvement (QI) committee to review metrics, establish goals and measure progress of communication strategies

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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
- University degree in communications, communication design, fine arts, marketing, graphic design or equivalent combination of education and experience.

Experience
- 3-5 years' experience in communications, creative or graphic design or marketing role, preferably in education or not-for-profit sector with a proven record of writing, editing and developing creative communications in print, web and digital platforms for multiple audiences.

Knowledge/Skills/Abilities
- Excellent writing and oral communication skills, with solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media is required.
- Experience developing compelling, integrated communication programs and creating persuasive content for different audiences, including proposals, letters, web content, articles, profiles, video, social media and publications is required.
- Experience in brand development strategies and implementaiton
- Thorough command of the social media and digital world – from evolving social, web, to mobile tools and trends – sophisticated client service and digital communication skills; high level interest with respect to this area of rapid change and innovation.
- Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e. AODA, Canadian Anti-Spam Legislation [CASL]), and testing.
- Demonstrated design skills and ability, creativity and understanding of effective design, graphic balance, and impact of layout and messaging on communication materials.
- Strong organizational and problem-solving skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Possess strong interpersonal skills, passionate about communications and high-quality work, and deliver creative and consistent work in demanding environment with multiple stakeholders, projects and deadlines
- Must have advanced to intermediate knowledge of HTML, CSS, Office365 (Excel, PowerPoint, Outlook, Word (mail merge), Drupal, Social Media applications (eg. Twitter, SnapChat, Instagram, Discord, Slack, Facebook), Adobe Creative Suite
- Must have excellent working knowledge of: HooteSuite,Photoshop or GIMP; InDesign, InkScape, Illustrator or Corel Draw; Premiere, KDENLIVE, OpenShot, Shotcut or OBS Studio; Audacity, Ableton, Cubase, Logic, GarageBand, FL Studio, Reaper

Nature and Scope

- **Contacts:** The incumbent will work closely with the Director, Advancement Manager, Manager, Architecture Computing and Media and liaise with other colleagues and faculty of the school. The incumbent will be required to work closely and collaboratively with Faculty of Engineering Marketing and Strategic Communications and campus-wide marketing and communications colleagues.
- **Level of Responsibility:** Must be able to make informed decisions recognizing the broader accountability as representative of the University. Responsible for managing own work but will work proactively with staff in assigned areas of responsibility and work collaboratively with the Director.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods to operationalize communications strategies and plans, personal interactions and collaboration, work flow, consultation, organizing resources and other writing/edit accountabilities; determines the optimum course of action to solve problems
- **Physical and Sensory Demands**: No significant physical risks. May be in busy environments occasionally for photo/video shoots etc. but otherwise minimal exposure to disagreeable conditions.
- **Working Environment:** Typical of a communications role in an office environment with extended periods of computer use. School of Architecture is a satellite campus in Cambridge, ON. Willingness to work occasional hours outside of traditional business hours will be required.