

Job Description

Job Title:	Specialist, Communications
Department:	Housing & Residences
Reports To:	Manager, Marketing and Communications
Jobs Reporting:	NA
Salary Grade:	USG 8
Effective Date:	November, 2017

Primary Purpose

The Specialist, Communications is responsible for all communications to both current and prospective students in residence at University of Waterloo. The incumbent identifies, develops and recommends the communications plans and initiatives for all units within Housing & Residences in support of its strategic goals and objectives.

Key Accountabilities

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what” the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.

Plan, develop, and evaluate communication plans

- Develops communication initiatives that align with Housing & Residences and University goals
- Integrates communications strategies into all media, including web and printed pieces
- Monitors and evaluates the effectiveness of communications plans by using tools such as evaluation forms, questionnaires, surveys, focus groups, and by leading virtual and face-to-face feedback forums
- Recommends progressive improvements and initiatives to keep communications strategies fresh and competitive
- Works closely with marketing to develop key messages for marketing communication materials in all media formats – print, web, and social media – to promote residence
- Oversees content and design strategies to guide print, digital, and content marketing and communications projects

Develop effective and innovative communication copy and materials

- Writes, edits and proofreads communications aimed at students living in residence
- Develops on-going communications with current residence students ensuring they feel they are receiving accurate and timely information
- Collaborates with partners on the monthly digital newsletter and ensuring it continues to provide valuable and useful information
- Regularly performs a department communication audit. Initiates recommendations from the audit, and re-evaluates and performs a new audit, as needed
- Writes, edits and produces high-quality and engaging print materials and web communications that reflect well on the Department and encourage readership

Provide communications support

- Builds and fosters collaborative partnerships with Housing & Residences team members to better understand communications needs across the department
- Actively provides communications support, as required, to all of Housing & Residences
- Works closely with peers to ensure an integrated and consolidated approach to content development and delivery, as well as alignment within the department
- Oversees and organizes student communications in Housing & Residences emergency and crisis situations
- Participates in all University of Waterloo recruitment initiatives and events including all special visit days, Ontario Universities Fair and specialized recruitment events
- Participates in customer needs assessment, meeting quality standards for services, and evaluation of student satisfaction

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<ul style="list-style-type: none">Helps train Community Coordinators, FDAs and Dons during their orientation
Content management <ul style="list-style-type: none">Creates content and design strategies to guide print, digital and content marketing and communications projectsDevelops and maintains an editorial calendar that aligns with department goals and eventsCreates, writes, edits and updates content for Housing & Residences' communications (web, social, digital, print), while complying with best practice guidelines as set out by the UniversityProvides regular content updates by continually monitoring and refreshing content, as required
Social media monitoring <ul style="list-style-type: none">Works in partnership with the Digital Strategist to maintain regular and timely updates to the department's social media channelsCurates, edits and writes creative and dynamic content for social media channelsInvestigates new and emerging social media channels, and makes recommendations to implement them, as appropriate

Required Qualifications

If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education <ul style="list-style-type: none">Post-secondary degree or diploma in Business, Marketing, Communications or equivalent post secondary education and experience
Experience <ul style="list-style-type: none">Minimum of 2 years of experience in a communications role is preferred, ideally in an educational setting or in the hotel/hospitality industryExcellent writing, editing and proofreading skills, including writing for web/printProven creativity through written and/or visual representationExperience with social media trends, digital analytics tools and maintenance of content for digital communicationsCritical-thinking and analytical skills to enable the execution and assessment of communications plansStrong organizational and project management skillsDemonstrated ability to work independently, handle multiple tasks, set and meet deadlines and adjust to changing needsProven ability to thrive in a collaborative team environmentAbility to be positive, collaborative and work effectively with colleagues and on-campus partnersFlexible and adaptive to changing needs
Knowledge/Skills/Abilities <ul style="list-style-type: none">Advanced knowledge of processing, presentation and spreadsheet softwareExperience with digital and social media channelsIntermediate web/online competenceKnowledge and experience using digital communications platformsWorking knowledge of analytics software to analyze trends

Nature and Scope

- Contacts:** The Specialist, Communications must be able to establish strong professional working relationships with Housing staff and our on-campus partners in relation to creating and editing communication materials, including those of a sensitive or urgent nature.
- Level of Responsibility:** The incumbent must have excellent interpersonal skills and a strong working knowledge and understanding of communications. This position requires specialized work with minimal supervision.
- Decision-Making Authority:** Makes decisions about the most effective methods of developing and putting fully researched communications plans into action. The successful candidate must ensure that their work aligns with

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the department's priority goals and objectives. This position reports significant trends, shifts and abnormalities to their supervisor for advisement or when changes in policy and major process may be required.

- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with specialized position responsibilities. This position requires that the incumbent may occasionally need to work outside of normal University of Waterloo operating hours.