

Job Description

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| Job Title: | Digital Communications Officer |
| Department: | Dean of Mathematics Office |
| Reports To: | Director, Strategic Communications |
| Jobs Reporting: | none |
| Salary Grade: | USG 8 |
| Effective Date: | October 2017 |

Primary Purpose

Informing and engaging our communities is key to advancing the Faculty's strategic goals. This position is responsible for establishing, monitoring and evaluating digital communications channels, as well as content creation and digital asset management.

Key Accountabilities

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| <p>Digital communication strategy assessment:</p> <ul style="list-style-type: none"> • Measures the ongoing effectiveness of digital communications initiatives using analytical tools. • Advises on the adoption of new and emerging digital communications strategies • Liaises with cross-campus partners, and communicators across the Faculty |
| <p>Content creation and digital asset management:</p> <ul style="list-style-type: none"> • Responsible for writing, photography and video production and editing • Maintains an archive of all shared content • Liaises with the Media Relations team on press releases and other external promotion |
| <p>Social media and analytics:</p> <ul style="list-style-type: none"> • Stays current on evolving social media and mobile platforms to advise on strategic direction • Responsible for ongoing content creation and dissemination • Represents the Faculty of Mathematics on the UW Social Media Committee |
| <p>Website coordination for Faculty- and department/school-level pages</p> <ul style="list-style-type: none"> • Ensures readability, functionality and accessibility of web pages • Aligns the Faculty's online presence with University guidelines • Supports staff members with web content management |
| <p>Publications production</p> <ul style="list-style-type: none"> • Serves as project lead for Faculty-wide publications • Coordinates content, photography, design, printing, with academic units and Creative Services |

**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

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| <p>Education</p> <ul style="list-style-type: none"> • Bachelor's degree required. Education or training related to communication preferred. |
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Experience

- Background in communications / public relations preferred, with an appreciation for the impact of mathematics and computing.
- Experience with website design and photography would be an asset.
- Copy editing for spelling and grammar required.

Knowledge/Skills/Abilities

Client Service

- Ability to respond to customer needs in a timely, professional, helpful and courteous manner regardless of customer attitude.
- Ability to meet and communicate service standards, and track client satisfaction

Teamwork and Relationship Building

- Resolve conflict actively and constructively, engaging in difficult conversations to find collaborative solutions.
- Excellent human relation skills including the ability to develop and maintain constructive relationships with individuals in academic posts
- Communication (you might want to customize this, or put it somewhere else)
- Proven business-appropriate oral and written communications skills
- Use multiple channels or means to communicate important messages (e.g., memos, newsletters, meetings, electronic mail).
- Maintains confidentiality and demonstrates a sensitivity to diversity

Managing Change

- Able to assist in resolving resistance to change among others
- Demonstrated ability to foresee impact of change and determine what adjustments may be necessary
- Demonstrated ability to use technological solutions to improve processes and communication.

Problem Solving

- Able to approach a complex task by breaking it down into component parts, and to use technology to assist breakdown and tracking
- Demonstrated creative and critical thinking skills to explore, make connections, and discover knowledge
- Well-developed analytic and research skills

Planning and Organization

- Ability to take ownership for projects of duration of several months; use good independent judgment when priorities are challenged.
- Ability to make reasonable estimates of resource needs to complete projects.
- Uses sound methods to plan, track and report work.

Technical

- Intermediate experience with Microsoft Office
- Intermediate experience with web content management tools
- Intermediate experience with photo and video editing software
- Experience with social media networks

Nature and Scope

- **Contacts:** Internally, makes contacts with faculty, students and staff to obtain, clarify and discuss information. Externally, makes contacts with alumni to obtain, clarify and discuss information.
- **Level of Responsibility:** Represents the Faculty on campus-wide working groups. Requires strategic thinking in an evolving environment, a collaborative approach, and an appreciation for the varied audiences served by the Faculty of Mathematics communications team.

Job Description



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- **Decision-Making Authority:** Accountable for the establishment, monitoring and evaluation of digital communications strategies.
 - **Physical and Sensory Demands:** None
 - **Working Environment:** Office based work environment. Some evening/weekend work required.