UNIVERSITY OF
WATERLOO

Job Title:	Communications Officer
Department:	Dean of Arts Office
Reports To:	Communications Manager
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	February 2018

Primary Purpose

The Communications Officer manages online and other digital communications and assets on Faculty and departmental platforms. Applying both technical and creative skills, the incumbent is responsible for consultative planning, content creation and/or procurement, design, publication, maintenance, optimization of analysis tools, and evolving strategy and best practices. In addition, the incumbent contributes to the writing of Arts news and other copy for communications and marketing purposes. This role functions in close collaboration with the Communications Manager, and occasionally with the Graduate Recruitment Officer, to ensure a team-approach for fully integrated communications that inform and engage our audiences regarding the breadth, excellence, distinctions, and opportunities in the Faculty of Arts.

Key Accountabilities

Websites support and quality assurance
- Oversees web quality assurance (QA) including brand, style guidelines and accessibility standards for the Faculty of Arts main website and departmental and unit websites.
- Acts as Faculty of Arts' Point of Contact (POC) for Waterloo Content Management System (WCMS) websites.
- Plays direct role in website content planning, information architecture (IA), updating and maintenance in coordination with departmental site managers.
- Provides some technical support to website managers and editors.
- Conducts regular QA reviews of Arts websites, providing feedback, best practice guidance, training, and strategic direction for enhancements. Also provides original content or edits as appropriate to departments.

Social media strategy and management
- Manages the social media strategy for Arts and maintains daily updates on specific Faculty accounts to drive audiences to deeper engagement with our core websites, news features, opportunities and events.
- Provides guidance and training to faculty and staff members in their University-related social media engagement.
- Develops and implements various campaigns, including but not limited to social media advertising

Content creation and procurement
- Develops and writes content for various Arts communications, including news features, profile pieces, and media release drafting.
- Provides photography and video shooting and editing services within the Faculty, as capacity permits.
- Coordinates and manages contracted photography and video services

Design and digital assets management
- Supports Advancement, Alumni and departments with some design for print and digital

- Manages design projects with Creative Services
- Catalogues, maintains and stores Arts digital assets including photography, video, templates, and other digital design elements
- Acts as resource librarian for digital assets for Arts and central units on campus

Knowledge, analysis, recommendations

- Develops and maintains solid knowledge of the academic programs, research breadth and strengths, and respective outcomes/impacts of the Faculty of Arts.
- Investigates and assesses new communications technologies for potential investment on behalf of Arts communications
- Leads and manages analytics (e.g. Google Analytics, media tracking), and provides analytics support and training to staff, such as website managers, across Arts units.
- Provides data and reporting; conducts analysis and offers recommendations based on findings.

Required Qualifications

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

Education

- University degree, preferably in a field related to communications (e.g., English, drama, journalism, communication, media studies); graduate degree preferred.

Experience

- Communications professional with strong working knowledge of digital platforms. Previous work experience in a post-secondary institution, preferred.

Knowledge/Skills/Abilities

- Proven excellent writing, editing, and proofreading skills for content in a range styles
- Experience interviewing subjects, consulting with experts, research and sourcing information
- Ability to engage professionally with diverse groups, including faculty members, staff, students
- Creative and critical thinking, as well as problem-solving skills
- Knowledge of and experience producing accessible web content
- Experience working within disciplines in the humanities, social sciences, and creative arts preferred
- Demonstrated graphic and digital design skills for both online and print
- Demonstrated skills with DSLR photography and video, including use of editing tools
- Experience building and maintaining a strategic social media engagement plan and daily execution
- Experience using Apple hardware and software, Adobe Creative Cloud, Drupal CMS, Google Analytics, and other digital tools such as Hootsuite
- Proven collaborative as well as independent work habits, including initiative-taking
- Workflow and prioritization skills to manage multiple deadlines
- Some experience in event planning and execution

Nature and Scope

- **Contacts:** Communications Manager, Dean of Arts Office staff, Arts associate deans, Arts departmental chairs and associate chairs, Arts Advancement staff, Arts faculty members and students, Arts admin assistants/coordinators, IST and WCMS staff, Arts Computing Office staff, communications partners campus-wide, particularly those in University Relations.
- **Level of Responsibility:** As the primary point of contact regarding numerous Arts units' websites, their overall quality assurance and accessibility standards, the Communications Officer carries considerable responsibility for public-facing communications. While the position reports to and works in close collaboration with Communications Manager, the incumbent must have much of the technical expertise required to inform Faculty communication strategy and execution. The incumbent contributes

original ideas and content, and frequently leads specific communications initiatives. The role is occasionally responsible for managing contracted services, and student/co-op hires.

- **Decision-Making Authority:** Web and social media content and quality decisions, creative decisions, contract procurement, temporary hire management, budget use recommendations
- **Physical and Sensory Demands**: moderate distractions of an office environment
- **Working Environment:** Primarily office-based, long hours at a computer; various cross-campus meetings and interviews; some photography and video work on campus or locally off-campus