

## Job Description

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<b>Job Title:</b>	Communications and Media Specialist
<b>Department:</b>	School of Accounting & Finance
<b>Reports To:</b>	Manager, Communications & External Relations
<b>Jobs Reporting:</b>	<b>None</b>
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	<b>May 2019</b>

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### **Primary Purpose**

The Communications and Media Specialist (“the Specialist”) is a creator of digital communications, responsible for social media engagement, multi-media management (web, photography/videography), and content marketing initiatives in support of overall marketing and external relation goals of the School of Accounting and Finance (“the School”).

The Specialist is accountable to plan, create, deliver, and evaluate all aspects of digital campaigns, taking a leadership role in collaborating with and actively participating in the shaping of the digital communications strategies that are adopted by the School. The position includes assisting and providing creative and design expertise in the execution of marketing and communication strategies for the School’s undergraduate and graduate programs, and research centres.

As a key member of the communication and external relations team, and has responsibility in supporting the Manager, Communications and External Relations (“the Manager”) in raising the profile and brand of the School and managing the overall image and reputation of the School and the University.

### **Key Accountabilities**

#### **Planning, Communication and Content Creation**

- Along with the Manager, provides leadership and support to the units within the School in all aspects of digital marketing and communication initiatives to ensure impactful messaging is delivered to a diverse range of audiences and to advance the School’s overall strategic goals.
- A key responsibility of the position will be to plan, develop, create, deliver, and evaluate social, and web content marketing plans.
- Develop and implement social media strategies to guide content marketing and communications design and development for the School’s overall recruitment, communications and external relations goals.
- Work with campus partners such as Marketing & Undergraduate Recruitment, and Institutional Analysis and Planning to conduct and review research to identify client needs and to assist in meeting communication objectives via digital communications activities.
- Web and social content audits/inventories (including regular maintenance of the School’s campaign social media content calendars, campaign process, training manuals, best practices).
- Responsible for ensuring that the School and university brand standards, messaging and style guides are adhered to in all digital communications.
- Monitor and report on metrics for web, social, and digital media initiatives.
- Write, build, edit, and approve web and social posts (e.g. social posts/comments, live events, on- and off-campus events) that align with best practices
- Responsible for managing questions and online feedback forums, ensuring all @ mentions and pertinent hashtags are replied to on social channels.
- Author briefs for the development of required assets such as photography/videography and software.
- Work with the Manager to source, identify, and draft story content (student, research, faculty achievements, competitions, etc) and edit existing content for print and digital mediums.
- In collaboration with the Recruitment Coordinator, provides support to implement web and online strategies as it pertains to the recruitment of undergraduate students to the School’s programs.

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<ul style="list-style-type: none"><li>• Keep fully informed and knowledgeable of all aspects of our programs, recruitment and admission, student life, professional designations, and other issues related to key target audiences, including all relevant research and recruitment initiatives and how any changes impact the strategies for which s/he is responsible.</li><li>• Maintain awareness of current research, trends in traditional and digital communications (including the practices of our competitors), and significant developments that impact the marketing of the university</li></ul>
<b>Training and Co-op Supervision</b> <ul style="list-style-type: none"><li>• Provide training, support, and oversight of the Communication and External Relations Associate (co-op student) as it pertains to web, digital, and creative strategies.</li><li>• Provide day-to-day leadership and guidance to colleagues within the School as it pertains to web, digital, and creative strategies.</li></ul>
<b>Financial Literacy Competition (FLC)</b> <ul style="list-style-type: none"><li>• Provide communication and competition support to the FLC Director and Advisory Committee.</li><li>• Act as the primary liaison for secondary school teachers, guidance counsellors, and ministry officials as it pertains to the promotion of the FLC.</li><li>• Along with the FLC Director, provides support to secondary school teachers and their students on competition day(s) to ensure the smooth delivery of the FLC.</li><li>• Works with the FLC Director in forecasting annual needs and updating budget expenses for the FLC to ensure effective budget management.</li></ul>
<b>Other</b> <ul style="list-style-type: none"><li>• Participate in recruitment, outreach, and current student events where support is required for volunteer management, social posting, story development, and other general and specific administrative duties that may arise from time to time.</li></ul>

## Required Qualifications

<b>Education:</b> <ul style="list-style-type: none"><li>• University degree in business, communications, fine arts, marketing or equivalent combination of education and experience.</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• 3+ years of experience in marketing and communications with an understanding of customer experience, loyalty marketing, student marketing, recruitment, etc.</li><li>• 2+ years of experience in creative design with an understanding of brand alignment in appealing to a diverse audience with a variety of demographic characteristics.</li><li>• Proven ability and experience in remaining engaged and knowledgeable of emerging media, including social media and video creation, and knowledge of social media trends, analytics, and technology popular among student audiences.</li><li>• Experience in website management and development, including an understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards, and testing.</li><li>• Student leadership experience during university studies, preferably training and mentoring students.</li></ul>
<b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• Demonstrated reactive thinking and the ability to improvise, solve problems, and make effective decisions independently.</li><li>• Essential: 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.</li><li>• 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.</li><li>• Demonstrated understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards (i.e. AODA, Canadian Anti-Spam Legislation [CASL]), and testing.</li></ul>

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- Demonstrated ability, creativity and understanding of effective design, graphic balance, and impact of layout and messaging on communication materials.
- Ability to speak credibly about all aspects of academic and university life, while upholding the School's and Waterloo's brand standards.
- Awareness of and sensitivity to cultural, language, religious, political, socio-economic, and other relevant factors in target markets.
- Proven degree of maturity, confidence, and competence sufficient to provide effective, credible representation of the School and Waterloo through all print and online venues.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- 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.

### **Intermediate to advanced use of current digital management tools including:**

- Google Analytics Solutions
- SEO tools (Moz)
- Social Media (i.e. Instagram, Facebook, Twitter, Snapchat) // Hootsuite Enterprise
- Adobe Creative Suite (i.e. Illustrator, PhotoShop, InDesign, Dreamweaver)
- Video Editing Software (i.e. Camtasia // Adobe Premiere // iMovie // AfterEffects)
- Project Management Software (i.e. Smartsheet // Asana)
- Apple Pages // Microsoft Word
- Apple Numbers // Microsoft Excel
- Apple Keynote // Microsoft PowerPoint
- Responsive WCMS // Dreamweaver
- D2L LEARN Management System

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of people at all levels, within and outside of the School. Influences and motivates others in order to execute, integrate, and monitor a variety of web and digital communication strategies that support the overall goals of the School. Externally, provides clear written information for a variety of student audiences and project management with third-party vendors.
- **Level of Responsibility:** Project management of web and digital functions and processes; responsible for providing expert advice to colleagues and for successfully implementing and ensuring the quality of School's web and digital communication initiatives.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing web and digital communication strategies, including organization of resources, personal interactions, collaboration, work flow, consultation, and other key accountabilities; determines optimum course of action to solve problems and to demonstrate a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside of normal operating hours of the institution and occasional travel.