

Job Description

Job Title:	Digital Media Specialist
Department:	Waterloo Undergraduate Student Association (WUSA)
Reports To:	Director, Marketing, Communication and Outreach
Jobs Reporting:	Videographers (PT), Photographers (PT)
Salary Grade:	USG 7
Effective Date:	January 2019

Primary Purpose

The Digital Media Specialist is responsible for the execution of the Waterloo Undergraduate Student Association's digital media strategy. Specifically, to actively create original web and social media content in order to create awareness of the organization and its efforts, while increasing student engagement to help achieve organizational goals. The Digital Media Specialist is also responsible for collecting student feedback and social media analytics.

Key Accountabilities

Provides strategic oversight for WUSA web and social media presence

- Serves as project lead for WUSA digital presence, working collaboratively to develop crisp, compelling content for multiple audiences on current and emerging digital platforms and ensuring digital tactics are part of all integrated communications plans.
- Creates and implements a social media plan each term that includes goals for increasing followers and engagement on various sites, content ideas, and tools for measurement. These goals will relate to how digital presence can help achieve organizational outcomes such as increase sales, event attendance, voter turnout, etc.
- Develops copy and other assets for WUSA digital content, including social media, feature based web content and video scripts.
- Provides leadership and guidance to sub-groups within WUSA for development of digital content and copy for area specific online efforts (i.e. Student-Run Service social media accounts).
- Creates training documents for staff and students to use that outline the proper procedures and practices for social media.
- Utilizes campus-wide tools, including Hootsuite Enterprise, to make informed content creation and curation decisions and execute campus-wide social media collaboration on campaigns and initiatives.
- Gathers, analyzes and reports on data and analytics for social initiatives. Utilizes findings to drive future evidence-based approaches.
- Maintains an accurate and up-to-date content calendar, daily content creation, curation, monitoring and generation.
- Monitors online activity on relevant external sites to ensure we are aware of any conversations that include WUSA and our efforts and manage discussion when required.

Maintains a strong understanding of current trends and best practices for online communication with student audiences

- Maintains and understanding of how the timing, tactics and nature of communication with students can influence campaign success.
- Stays up-to-date on new and developing tools and strategies for effective communication to assess opportunity for expansion of efforts.

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- Ongoing management of the WUSA profile and reputation with student audiences.
- Interprets WUSA positioning and brand identity and ensures the effective positioning through digital in the minds of students and secondary audiences.
- Accountable for the safeguarding of WUSA reputation through the identification, development, and delivery of new concepts and models along with well-tested, on brand, creative, innovative and high-quality approaches to marketing, communications, design, and student engagement.

Project manages digital marketing and communication projects

- Assumes project management responsibilities for digital content development and maintenance of online communication materials including resources, time and budget, ensuring proper control of expenditures.
- Liaise with initiative owners and stakeholders to ensure satisfaction at all stages of digital implementation.
- Manage workflow and production process. Documents tactics and maintains records in a shared drive.
- Reports regularly on project status.
- Manages content for on-campus digital screens and looks for opportunities to expand network for greater reach.

Collaborates with key campus partners, students, and other key stakeholders

- Works collaboratively with key University of Waterloo stakeholders including Student Success Office, University Relations, Campus Wellness and other student facing services on campus.
- Works collaboratively with key external stakeholders and partners.

Managing and motivating people

- Hires, trains and manages team of part time staff to assist with creation of content for digital media.
- Conducts termly staff evaluations and meets regularly with staff to ensure they are meeting desired goals and have necessary support for success.
- Creates and maintains a work environment that fosters and rewards creativity, innovation, and personal accountability, while providing students a work environment that puts their academics first.
- Assists in the coordination of termly staff appreciation efforts.

**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

- Bachelor's degree in communications, marketing, business, or a related degree
- Equivalent combination of education and experience will be considered

Experience

- Minimum 3 years of experience in a marketing and/or communications role
- Minimum 2 years of experience in social media, digital content creation, digital/social advertising role
- Experience writing and curating content for a student audience
- Project management experience

Knowledge/Skills/Abilities

- Advanced: MS Office suite of products (Word, Excel, PowerPoint)
- Advanced: social media platforms and tools (Hootsuite)

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- Intermediate: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, InCopy)
- Web-based project management platform experience an asset
- Web content management system (WCMS – Drupal) experience an asset
- Knowledge of email marketing campaign and distribution platforms is an asset
- Strong communication skills – oral and written
- Strong organizational skills
- Effective time management skills
- Effective relationship-builder/collaborator

Nature and Scope

- **Contacts:** Internally, contact with colleagues in WUSA and across campus, WUSA student executives, undergraduate students and some senior management. Externally, minimal contact with partners, vendors, and the general public (i.e. at events).
- **Level of Responsibility:** Social media management and digital content development – responsible for accurate representation of the WUSA brand and increasing student awareness of our mandate and initiatives. This position manages a team of part time student staff. The incumbent may be required to complete additional tasks in relation to their position as assigned.
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities of the role; expectation to consult with the manager for decisions outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses. Occasional lifting of heavy equipment.
- **Working Environment:** Located in a comfortable indoor office area; cubicle style shared workspace; minimal exposure to disagreeable conditions typical of a supervisory position, one where it may be occasionally necessary to convey negative or unwelcome information to students or staff.

Work outside the normal operating hours to the institution, including some weekends, can be expected in this role.

WUSA is a student-driven organization with elected student Executive that change on an annual basis. Further, the political landscape is a diverse and dynamic environment. As such, this position will need to be sensitive and adaptable to change and be comfortable with changing deadlines and projects as needed.