

Job Description

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| Job Title: | Communications Officer |
| Department: | Faculty of Science Office |
| Reports To: | Executive Officer, Faculty of Science |
| Jobs Reporting: | Communications Specialist |
| Salary Grade: | USG 9 |
| Effective Date: | May 2012 |

Primary Purpose

The Communications Officer is primarily responsible for implementing the communications plan for the Faculty of Science and writing a variety of creative communications pieces for the Faculty of Science. The Communications Officer will work collaboratively with staff in the Office of the Dean of Science (including development, alumni affairs, recruitment, outreach), and with staff in Communications and Public Affairs and ODAA to establish and maintain coordinated, effective communications strategies and vehicles for the Faculty. The incumbent will also work closely with administrators, students, faculty, and staff across the Faculty of Science to identify news and develop stories about the Faculty.

Key Accountabilities

Communication:

- Developing and maintaining good working knowledge of the Faculty's activities, priorities and needs in teaching, research and outreach
- Thorough working knowledge of the Faculty's priority projects and research thrusts
- Using this knowledge, plans, develops, implements and evaluates communications strategies/initiatives for Science Departments, Schools and Institutes through media relations, correspondence, print publications, website content and web-based communications
- Building a repertoire of Science successes that can be drawn on for communication pieces, coordinating "story" identification, research and writing for assigned projects within all units
- Actively promoting the science mission, vision, strategic plan and case for support
- Ensuring that UW branding standards, messaging and style guidelines are consistent in all print and web communications related to communications materials for the Faculty of Science, provide design and messaging continuity for all units
- Strategic planning, management and implementation of media strategies and communications projects
- Providing content for the Science website
- In collaboration with Development team in Science, provide support for fundraising activities through writing proposals, personalized communications strategies, correspondence, publicity, and website content for the purpose of financial support to the Faculty of Science
- Profiling research accomplishments, donor & alumni contributions/accomplishments
- Knowledge of targeted audiences and developing written materials tailored to the specific interests of the media/publication source, while representing the interests of Science units
- Managing media contacts & seeking opportunities to advance messages through various media
- Developing content for backgrounders, speaking notes, presentations, correspondence, promotional pieces, newsletters, donor proposals and press releases
- Overseeing advertising, publicity and outcome promotion of faculty events, lectures & symposia

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- Establishing and maintaining relationships with all unit heads & relevant media contacts to ensure publicity for events, gifts, research successes, etc.
- Provides writing and editing support for Faculty Departments, Schools and Institutes as required
- Representing Science on UW Newsgroup & Communications Council

**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

- University degree in Science; post-graduate education preferred.
- University degree in communications, writing, journalism or public relations, or equivalent combination of education and experience

Experience

- Experience in a communications role, ideally in a post-secondary educational setting.
- A minimum of 3-5 years of experience writing and developing science-based content for marketing and communications purposes.
- Broad and in-depth public relations, marketing or journalism experience
- Demonstrated experience planning and implementing communications plans, strategies, and vehicles
- Experience identifying and developing news stories for media outlets and other vehicles
- Familiarity with the Faculty of Science and related research areas an asset

Knowledge/Skills/Abilities

- Excellent communication (oral and written), research, organizational and interpersonal skills, and proven ability to synthesize highly technical content
- Excellent computing skills and familiarity with publishing, graphics, print production and electronic media
- Creative and critical thinking, as well as problem-solving skills
- Possess excellent judgment skills
- Ability to build consensus and foster teamwork
- Expert eye for grammar and language usage along with well-developed proofreading abilities.
- Ability to write dynamic, creative copy with a marketing flavour is essential.
- Responsible for gathering news, conducting research, writing and editing, in support of the various activities of the Faculty of Science.
- Contribute to Science's presence on its website
- Time Management skills
- Attention to detail

Nature and Scope

- **Contacts:** Office of the Dean of Science (including development, alumni affairs, recruitment, outreach), and with staff in Communications and Public Affairs and ODAA
- **Level of Responsibility:** Supervise Communication Specialist
- **Decision-Making Authority:** The incumbent is required to exercise superior judgment relying on expert knowledge and ability to make critical decisions quickly The individual must be able to quickly

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assess and interpret complex public relations issues and make recommendations to senior leadership to minimize risk and enhance the institution's reputation.

- **Physical and Sensory Demands:** The position requires a high level of attention to detail and ability to work in a multi-tasking manner. The position also requires physical or sensory effort associated with computer use that could result in moderate fatigue, strain or risk of injury.
- **Working Environment:** There is a need to give close attention to various stimuli such as written material and verbal information. The work is varied and priorities must be juggled to ensure all projects are completed successfully. There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy. Regular working hours; some evening/weekend work will be required (e.g.; special events)