

Job Description

Job Title:	Digital Media Manager
Department:	Stratford School of Interaction Design & Business
Reports To:	Administrative Officer and Director
Jobs Reporting:	Digital Media Instructor/Technician, Media Technician
Salary Grade:	USG
Effective Date:	July 1, 2018

Primary Purpose

As a member of the UW Stratford Campus administrative team, this role is responsible for lab instruction, workshop development and delivery for the Stratford School academic programs, including technical and pedagogical support for students and instructors. This role is also responsible for the development, strategic planning, successful execution and detailed measurement of high-quality, collaborative marketing and communications strategies for multiple audiences across all digital platforms. This includes the design, creation and implementation of content and accompanying visual assets. Included in these responsibilities is the direct supervision of Digital Media Instructors and Media Technicians.

Key Accountabilities

Responsible for strategic marketing and communications planning and content creation across print, web and digital channels to promote Stratford School Activities

- Assumes responsibility for the quality, excellence, and consistency of Stratford's marketing and communications materials;
- Accountable for the safeguarding of the university's reputation through the identification, development, and delivery of new concepts and models along with well-tested, on-brand, creative and high quality approaches to marketing and communications design.
- Develops and deploys both paid and unpaid content marketing campaigns for academic recruiting, campus events, etc.
- Outlines measurement targets to monitor and assess the effectiveness of engagement initiatives, including but not limited to web analytics, social media analytics, surveys, focus groups, etc.
- Stays fully abreast of new developments in technology, marketing and communications and affiliated best practices;
- Supports colleagues in understanding and implementing new marketing and communications tools, technologies and best practices;
- Works closely with Faculty of Arts, other operating units and student governments to help guide communications in a strategic and effective way;
- Serves as a member of various campus-wide communities of practice including:
 - UW Campus Communicators Meetings
 - University Relations professional development workshops
 - Web Advisory Committee
 - Social Media Advisory Committee

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- Carries out market research including identification, monitoring and analysis of international, national and regional trends, conducting communications audits, competition analyses, and utilizing these findings to develop recruiting, marketing and communication strategies and dissemination.

As the lead designer, writer and manager for digital content:

- Provides a consistent and coherent voice for the Stratford School in alignment with the Faculty's and the University's positioning strategy;
- Ensures that all marketing and communications initiatives and tactics align with brand guidelines in both print and digital including brochures, posters, web, video, and social media;
- Identifies and develops engaging and informative stories on student success, alumni achievements, academic research and associated programs;
- Develops content strategy for the Stratford School's web site, respecting the IA (information architecture) and UE (user experience);
- Provides University Relations and Faculty of Arts with stories for the university website, media release/advisory content, and research/teaching expertise for media requests and public outreach;
- Web: With the Faculty of Arts and IT staff, oversees the continued development and updates of the Stratford School's website;
- Social media: determines priority audience groups and strategy to engage them;
- Print: assesses needs, designs and develops content;
- Media relations: responds or delegates response to media requests;
- Oversees the development of video content, including strategy and creative concept;
- Oversees photography, videography (production and post-production) at academic, community, industry events, including Orientation, program showcases and other.
- Ensures compliance with all relevant legislation (e.g., accessibility legislation) across print and digital formats.

Responsible for technical consultation, education and instruction students:

- In consultation with Director and relevant instructors, develops and delivers the curriculum for the digital media/application workshops during the MDEI Bootcamp;
- In consultation with Director and relevant instructors, develops and delivers the curriculum for digital media/application workshops during the academic year;
- In consultation with the Director and Recruitment Coordinator, develops and delivers community digital media workshops;
- Provides consulting services and support to students in all aspects of digital design, user interface design, product design, UI/UX design and research, graphic design, illustration, mobile application design and web design;
- Remains current in software, hardware and related trends with respect to digital design, user interface design, product design, UI/UX design and research, graphic design, illustration, mobile application design and web design.

Manage, motivate and mentor team

- Accountable for direct supervision of Digital Media Instructors and Media Technicians and exercising influence over the communications activities of all other staff and faculty within the Stratford School;

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- Leads collaborative projects, sets clear and reasonable expectations, provides ongoing feedback, ensures the delivery of results and establishes a strong foundation for performance through training and goal setting;
- Creates and maintains a collaborative and positive work environment;
- Leads team projects to ensure the delivery of results in support of the Stratford School's goals and values as well as the University's strategic priorities.

Required Qualifications

Education

- Completed Master of Digital Experience Innovation (MDEI) program or equivalent

Experience

- Minimum of five years of experience in a digital design or marketing agency setting.
- Experience with wireframing and prototyping websites and mobile apps in Balsamiq and Invision..
- Experience with course design and pedagogical support in digital arts and business programs, particularly in the areas of user experience, graphic design, interaction design and marketing.
- Demonstrated success teaching Adobe Creative Suite, HTML and CSS to advanced and rudimentary learners, while incorporating the principals of user-centred design.
- Proven success managing digital content in a university satellite campus setting leveraging Hootsuite, Adobe Creative Suite, Smartsheet, etc.
- Experience with leading and supervising staff in a fast paced environment

Knowledge/Skills/Abilities

- Proven ability to conduct evidence-based user experience research and testing leveraging Neilson Norman Group and IDEO methodologies
- Track record of innovative and effective multimedia storytelling
- Process and detailed oriented with a strong understanding of how to deliver on strategy
- Strong project management, organizational and problem-solving skills coupled with the ability to manage multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- Demonstrated ability to effectively communicate and collaborate with all levels of an organization
- Self-starter who can move quickly to find the right solution
- Able to work independently, usually within a complex and often ambiguous environment, and collaborate on team marketing communication plans
- Excellent oral communication skills, including proficiency in public/promotional speaking to support team training and persuasion for project commitment

TECHNICAL EXPERIENCE:

- Mac operating system
- Adobe Creative Suite, including graphic design, UI design, photo production and post-production tools.
- Invision, Axure, Balsamiq, Sketch and other UI/UX prototyping tools
- Familiarity HTML/CSS
- Hootsuite and other social media management tools
- Understanding of user-centered design techniques

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- Experience and knowledge of accessibility requirements (AODA) and Canadian Anti-Spam Legislation (CASL)
- Email marketing campaign and distribution platforms (MailChimp)
- Web content management system (WCMS – Drupal)
- Web-based project management platforms (Smartsheet)

Nature and Scope

Contacts: Strong contact with faculty, students and staff at the Stratford School. Contact with the Dean of Arts office, Arts Advancement Office, Creative Services, Industry Partners, University Relations, IST, Student Success Office as well as multiple departments due to cross-functionality of curriculum. Excellent human relations skills; outstanding ability to build constructive team relationships and to foster and manage relationships with internal and external stakeholders. Proven ability to manage a large volume of work, conflicting priorities and deadlines. Proven ability to deal with faculty, staff and students with tact and diplomacy.

Level of Responsibility: The job has specialized work with minimal supervision and has direct reports. Proven ability problem-solve; commitment to process improvement and to stay current with new technologies (hardware and software). Must have proven ability to teach and train undergraduate and graduate students in the use of software and digital media equipment.

Decision-Making Authority: Incumbent is required to make decisions independently that pertain to design, marketing and communications strategies, best practices for increasing the visibility of the Stratford School and its activities. Incumbent is required to make independent decisions on workshop content and delivery, in consultation with faculty.

Physical and Sensory Demands: Minimal exposure to disagreeable conditions typical of an administrative position within an academic environment.

Working Environment: Office and lab based environment. Some evening and weekend hours required. Periodic travel as a Stratford School representative is required. The incumbent will be part of a dynamic, forward-looking team and must be open to change and able to adapt to new situations quickly.