

## Job Description

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<b>Job Title:</b>	Specialist, Digital Design
<b>Department:</b>	Campus Housing
<b>Reports To:</b>	Manager, Marketing and Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	May 2017

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### **Primary Purpose**

The Specialist, Digital Design is responsible for managing and producing Campus Housing's digital presence – official website, online channels and digital communications used as key marketing communications tools. The incumbent encompasses a broad scope of responsibilities requiring extensive technical experience and expertise in website best practices and digital communications design and development. He or she also acts as UW's Campus Housing brand and visual identity ambassador for print and web materials.

### **Key Accountabilities**

#### **Design and production for both digital and print**

- Directs and prioritizes all web content
- Oversees website structure, content updates and co-ordination of all web pages including: planning, creating and implementing content design, navigation, user interface and functionality – while adhering to University web design standards and content management system
- Creates new sites and content employing innovative ideas and solutions
- Demonstrates expertise on accessibility standards, W3C web development, and University web design standards and templates
- Analyzes the effectiveness of web pages, communications and strategies
- Remains up-to-date on web technologies and software using continued on-campus training, self-learning and by keeping apprised of current global web design trends
- Captures photos and videos that capture our personality and tone

#### **Coordination of social media marketing and communications**

- Develops a social media plan and calendar annually and ensures that revised versions reflect new, changing and innovative trends, concepts and initiatives
- Creates, oversees and approves social media content
- Uses data analysis to evaluate the social media plan's effectiveness
- Collaborates with other social media professionals to ensure a consistent use of best practices, while integrating strategies and brand
- Provides social and new media training to co-workers and leadership across the department to ensure maximum understanding, acceptance and accountabilities
- Develops and implements social media listening strategies to track emerging themes and discover opportunities to create content for target audiences

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### **Development of digital communications and digital communities**

- Produces original, creative solutions in line with the marketing strategy and design guidelines
- Creates content to build digital communities of prospective and current students, and Campus Housing's staff through online publications and digital newsletters
- Develops creative materials for promotions, new projects, and media initiatives to ensure excellence and consistency in the design and visual identity of all digital communications
- Maintains a thorough understanding and appreciation of the new media landscape, including online tools and campaigns, consumer websites, web design, blogs, social networks and online community management
- Recommends new media strategies that align with departmental goals and enhance existing programs
- Aligns digital strategies and tactics with University and legislated standards, guidelines and policies
- Defines, tracks, analyzes, and reports on metrics and analytics to understand reach
- Develops, produces, and delivers digital content including a first-year forum, staff newsletter (desktop publishing), eNews (online newsletters) and mass emails (MailChimp)

### **Collaboration and support**

- Works professionally and cooperatively with co-workers within Campus Housing to build a collaborative and supportive work environment
- Develops relationships and maintains a network with university colleagues involved with digital, web design, content strategies, and marketing and communications officers across campus
- Participates in a Web Advisory Committee, Social Media Committee and leads subcommittees as required
- Creates and maintains a media library of tools to support web and online content creators

*\*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 or diploma in Web Design, or equivalent post-secondary degree and experience

### **Experience**

- Minimum of five years' experience in web, digital advertising and/or digital communications design
- Two or more years managing social media accounts in a business environment
- Familiarity with a wide range of social media platforms, management tools and best practices
- Knowledge of social media trends and experience using social media as a marketing tool
- Excellent written and verbal communication skills including multimedia storytelling experience
- Thorough knowledge of and experience in marketing communications, print and electronic media, and strategic communications planning
- Comprehensive understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards and testing
- Expert knowledge of social media trends, digital analytics tools and content maintenance for strategic digital communications
- Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management systems, social media accounts)
- Familiarity with mobile marketing, banner advertising and email marketing

### **Knowledge/Skills/Abilities**

- Highly creative and innovative
- Excellent interpersonal skills
- Ability to work well with faculty, staff and outside professionals, both collaboratively and independently
- Experience rendering design solutions using appropriate print, web, or multimedia design software applications
- Expert knowledge of SEO, SEM and related applications as well as current web development and programming languages skills, including knowledge of typography, graphic design, desktop publishing and colour theory, as well as use of third-party tools
- Experience administering and using a content management system in a multi-contributor environment, and using social media and new media tools,
- Demonstrated strong understanding of user-centric design and principles and experience with user needs assessments and web accessibility
- Skilled in designing for cross-browser compatibility, and ability to test and fix bugs across multiple browsers
- Excellent oral and written communication skills, and ability to assimilate technical information and interpret it to a non-technical audience; and to communicate with technical staff about end users' needs
- Experience with the digital video process, pre-production through to post-production (storyboarding, lighting, shooting, audio, editing, compositing, and delivery methods)
- Proven ability to produce digital videos for a variety of uses and working knowledge of various output methods available for multimedia projects

### **Nature and Scope**

- **Contacts:** Interacts with colleagues across Campus Housing to develop and maintain web communications. Acts as a resource for the department to build awareness, understanding, and competency with design of digital and web-based marketing. Connects with University peers by participating in related committees and working groups.
- **Level of Responsibility:** The incumbent will possess proven technical ability, extensive experience, and a strong working knowledge of digital marketing and communications strategies within a complex institution and competitive marketplace. The position demonstrates a deep understanding of new and emerging media and is brings innovative approaches, new concepts and models when designing online communications programs. This position is responsible for determining the look and feel for Campus Housing and provide oversight and approval to marketing and communications digital content while ensuring compliance with University, department and design practices and policies.
- **Decision-Making Authority:** Responsible and accountable for the look and feel of Campus Housing's primary communication tools; the website, mass emails, and print materials, using department and University standards and policies. This position reports significant trends, shifts or abnormalities to the supervisor for advisement and/or policy change consideration.
- **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 production schedules. This is often a fast-paced job and the workload often depends on the requirements of the current project or projects. When deadlines approach, it is common for the digital strategist to work some nights and weekends, in addition to conventional business hours.