

## Job Description

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<b>Job Title:</b>	Research Communications Officer
<b>Department:</b>	Office of Research
<b>Reports To:</b>	Manager, Research Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	March 2020

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### **Primary Purpose**

The Research Communications Officer is a key member of the Research Communications team which provides communications strategy and support for research initiatives, business needs, and the University's goals. This includes support for Office of Research services such as the facilitation of funding, partnerships, and commercialization as well as building a profile for Waterloo research externally.

### **Key Accountabilities**

#### **Content Provider**

- Contributes to the development and execution of strategies for research communications projects and new initiatives
- Writes and edits content for a variety of communication vehicles and audiences, including the Research website and Corporate Research Partnerships site, Office of Research intranet, news releases, and print publications including an annual year-in-review
- Interviews researchers as needed
- Uses appropriate writing styles and communication techniques (e.g., inverted pyramid, feature writing, promotional, and plain language/instructional writing)
- Ensures content is relevant, timely, and aligns with University and Research strategic goals
- Ensures accuracy and effective messaging as well as adherence to brand compliance and University/CP style
- Researches and writes a variety of reports for unique and specific audiences, e.g., requests from funders to demonstrate research impact and results
- Identifies appropriate research, prepares content, and handles required approvals for submissions to communication campaigns
- Maintains an up-to-date collection of research communication materials (i.e., print and digital materials including time-sensitive brochures and a PowerPoint presentation)
- Works with Creative Services to update and develop new print and digital communications including reports, brochures, posters, e-invitations, and graphics
- Organizes photoshoots as needed
- Supports the development of speeches and speaking/briefing notes for leaders

#### **Event Management**

- Plans, promotes, and implements the Research Talks speaker and panel series (six events per year) which includes logistical details and development of a suite of promotional materials
- Supports a variety of research events including research networking initiatives

#### **Digital communications**

- Ensures the Research and Corporate Research Partnerships websites reflect the high-profile activities of Waterloo research and excellence in research across all Faculties

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- Maintains up-to-date content on both sites to facilitate and foster funding, as well as other Office of Research services and opportunities for researchers
- Advises stakeholders on best practices in web architecture/navigation and accessibility, and implements accordingly
- Uses advanced features within the Waterloo Content Management System (WCMS) including images, tables, and other effective elements to publish web content and updates
- Uses social media to ensure an active Waterloo research presence is reflected while engaging and supporting key stakeholders and audiences
- Measures the effectiveness of web and other digital communications using Google analytics and other measurement tools as appropriate
- Photographs research events as needed
- Uses PhotoShop to professionally enhance digital communications
- Maintains awareness of new technologies and social media opportunities to ensure a relevant and forward-looking presence for Waterloo research

### Other

- Collaborates with campus partners to support research projects

*\*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 journalism or communications/public relations or related field, equivalent education and experience

### Experience

- 5-7 years' experience in a communications or marketing role, preferably in education or not-for-profit sector, with a proven record of writing, editing, and preparing communications material for print and digital use and a variety of audiences

### Knowledge/Skills/Abilities

- Professional writing, editing, and proofreading skills are required
- Demonstrated understanding of best practices in web architecture/navigation and use of a web content management system
- Experience implementing communication programs and managing multiple projects and tasks with several levels of approvals in a fast-paced environment of changing priorities
- A passion for writing/communications, as well as university research, and how communications support the University's long-term goals
- Strong professional and personal work ethic for high-quality work and personal development
- Assets: Experience using PhotoShop and/or a DSLR camera

## Nature and Scope

- **Contacts:** Works with colleagues within the Office of Research and across campus to support research projects and initiatives
- **Level of Responsibility:** Executes communications plans to produce professional and effective internal and external communications

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- **Decision-Making Authority:** Establishes internal and external communications priorities in consultation with the Manager, Research Communications. Makes decisions about communications consistent with the University's strategic goals and best practices in communications.
- **Physical and Sensory Demands:** Deadline pressures with concurrent demand for thoroughness and accuracy
- **Working Environment:** Typical of a communications role in an office environment with extended periods of computer use in a comfortable office