

## Job Description

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<b>Job Title:</b>	Career Education Strategy and Communications Specialist
<b>Department:</b>	Centre for Career Action
<b>Reports To:</b>	Manager, Centre for Career Action
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	June 2020

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### **Primary Purpose**

This role has two main areas of focus related to career education – strategic programming oversight and communications.

The incumbent is responsible for leading the strategic alignment of all CCA educational programming. The Career Education Strategy and Communications Specialist will build relationships with key stakeholders in order to collaborate effectively, build synergy and align event, marketing and communication activities that best support competing priorities and diverse group needs.

The Career Education Strategy and Communications Specialist will develop and manage a multi-channel, integrated communications plan for the Centre for Career Action (CCA) in alignment with the Co-operative and Experiential Education (CEE) communications strategy. The incumbent will also produce communications in a wide array of formats to meet various stakeholder requirements and reach a number of audiences, including students and employers.

### **Key Accountabilities**

#### **Collaborate with the Centre for Career Action’s internal and external partners, bringing a Career Education lens to joint initiatives**

- Leverage cross-campus relationships to influence alignment of programmatic offerings
- Identify strategic opportunities to align career education initiatives with the needs of University of Waterloo employers, in partnership with Business Developers, Account Managers and Market Research Manager
- Identify strategic opportunities to collaborate, align and market career education interventions for all CCA client groups (co-op and regular students, graduate students and postdoctoral fellows, clients seeking further education, and alumni)
- Build and maintain relationships with a variety of internal and external stakeholders. Educate stakeholders on the mission and values of career education
- Leverage industry relationships to promote labour market sharing across the department
- Collaborate with campus partners to provide meaningful and streamlined career education activities including but not limited to MUR, Co-operative Education, WatPD, Advancement, Housing, SSO and the six faculties

#### **Develop the Centre for Career Action’s original career education voice within the post-secondary landscape and leverage its programming strategy through effective and strategic communications, including: blog posts, articles, newsletters, communications materials, tweets and posts for various social media channels**

- Develop creative brand direction for all communication materials for programming across the Centre for Career Action through consultation and direction from the Manager, Centre for Career Action and

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<p>Manager, Strategic Communications to ensure: (1) alignment with the distinct career experiences of various client groups, (2) compliance with overall UWaterloo branding guidelines and (3) consistent branding across the Co-operative and Experiential Education portfolio and Waterloo overall</p> <ul style="list-style-type: none"><li>• With guidance from the Manager, Digital Experience, organize and manage the CCA website and digital experience within the overall CEE digital experience communications strategy</li><li>• Support and educate colleagues to manage CCA social media accounts. Ensure these accounts contribute effectively to the overall online community and adhere to the brand. With guidance from the Digital Experience Manager, execute an integrated content strategy – including a comprehensive content calendar for Facebook, Twitter, YouTube, Instagram and any other emerging/relevant platforms</li><li>• Manage CCA social media feeds; Facebook, Twitter, Instagram, YouTube, as well as ensuring a presence on new platforms by keeping abreast of emerging social media platforms and trends</li><li>• Consult with the Manager, Digital Experience on projects involving paid online media search engine marketing, digital partnerships, etc.</li></ul>
<p><b>Provide strategic programming oversight for Career Education activities</b></p> <ul style="list-style-type: none"><li>• Engage the Career Advisor team in the development and review of termly offerings; identify gaps in program delivery and work to mitigate them</li><li>• Provide communications support and strategic oversight for annual fairs and conferences (e.g. Volunteer Fair; Health Careers Conference)</li><li>• Support the execution of untraditional/high-tech career education activities (e.g. webinars; Reddit AMAs; WeChat events; networking meetups, etc.)</li><li>• Coach and support co-op student staff and colleagues on strategic communications connected to the planning and logistics for all workshops, panels, fairs and events (online and in person)</li><li>• Advise the Centre for Career Action management team on opportunities to package programmatic offerings to better meet client need and increase operational efficiencies</li><li>• Engage the Centre for Career Action’s Business Analyst in the evaluation of career education activities (panels, webinars, fairs, etc.)</li></ul>
<p><b>Contribute to a high-performing, resilient team and ensure delivery of results in support of the University’s Basic Principles; CEE’s vision, mission and guiding principles; and CCA’s priorities</b></p> <ul style="list-style-type: none"><li>• Support staff to be successful in their roles</li><li>• Recruit, hire, train and supervise co-op students as required</li><li>• Create opportunities for high levels of communication and collaboration within CCA and with the Communications and Marketing team, Co-operative and Experiential Education and the University overall</li></ul>

*\*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**

<p><b>Education</b></p> <ul style="list-style-type: none"><li>• University degree or equivalent experience required. Master’s or equivalent in a related field (e.g., higher education, adult education, or communication) strongly preferred</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>• Five years of experience in higher education with experience in a career advisor or career-related role preferred</li><li>• Proven experience developing educational programming in a postsecondary environment</li></ul>

- Demonstrated experience designing interventions that support the holistic needs of target groups
- Demonstrated experience in communications, marketing communications and social media

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

- Knowledge of the undergraduate student life cycle, graduate student life cycle, further education cycle and co-op student life cycle, respectively, and ability to distinguish the differing needs of clientele
- Knowledge of career development theory and ability to apply career concepts to communications, resources and events
- Effective interpersonal, presentation, facilitation and written communication skills
- Ability to quickly produce and distribute quality, thoughtful, creative and engaging content
- Demonstrated knowledge of and ability to apply key metrics for effective ROI analysis
- Demonstrated ability to work individually and collaboratively as part of a dynamic team
- Proven ability to take initiative and be both creative and flexible
- Strong critical thinking, judgement and decision-making skills
- Effective time management skills, ability to multitask, confidence in decision making under pressure
- Willing and available to work some evenings and weekends
- Positive energy and attitude
- Advanced skills in MS Word, Excel, PowerPoint and social media

### **Nature and Scope**

- **Contacts:** The incumbent works closely with all teams in the Centre for Career Action to ensure smooth delivery of programmatic offerings. The incumbent works closely at times with the Communications and Marketing team, as well as regularly with co-workers across the broad Cooperative and Experiential Education (CEE) portfolio. Specifically, the incumbent seeks communications direction from the Manager, Strategic Communications and the Digital Experience Manager. The Specialist also works with students, staff and faculty across the University to ensure a coordinated and integrated approach to program development delivery and communications, such as Waterloo International's Safety Abroad team. Externally, the position interacts with the broader community on a global basis and represents CCA as the face of social media at key events.
- **Level of Responsibility:** The incumbent will use their proven ability, experience and understanding of integrated marketing and programming strategies to promote, protect and enhance CCA's and the University's reputation.
- **Decision-Making Authority:** With guidance from the Manager, Centre for Career Action, the incumbent will use sound judgment and discretion in making content decisions on behalf of the institution.
- **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 management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.