
Primary Purpose

Reporting to the Senior Manager, Liaison and Integrated Communications, the Digital Communications and Engagement Coordinator is responsible for creating, delivering, and evaluating all aspects of digital campaigns and assets in support of the Institute for Quantum Computing (IQC). This role will develop IQC's digital media strategy and execution, with a focus on increasing, informing, and engaging our communities – key to building the IQC brand as a world-class research institute. This position is responsible for establishing, monitoring, and evaluating digital communications channels, as well as owning IQC's website, content creation and digital asset management.

As a key member of the Communications and Strategic Initiatives (CSI), the incumbent plays a critical role in how the institute looks, sounds, and engages with its audiences across all digital platforms while remaining consistent and complimentary with the overall IQC brand strategy. They will be a storyteller and editor, responsible for creating compelling media content, including graphics and videos, and will provide leadership and guidance on digital best practices, including web and social media analytics. They will sit on the UWaterloo Web Advisory Committee and are responsible for the creation and maintenance of engaging and accessible web content, with direction from the team's senior members. Furthermore, the incumbent tracks website analytics to inform strategy. They are responsible for project managing photography and videography projects that support IQC's digital campaigns and storytelling.

Throughout their work, the incumbent both models and promotes communication best practices, including accessibility and inclusivity throughout the institute.

Key Accountabilities

Oversee IQC web presence:

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| <p>Develop and implement web strategy to enhance IQC visibility and drive traffic, with special attention to accessibility standards, user experience, Waterloo brand and style best practices.</p> |
| <p>Continue to support the WCMS 3 (and future) migration(s), including preparation, migration, and helping stakeholders adopt and succeed in the new system.</p> |
| <ul style="list-style-type: none">• Manages user-experience and site infrastructure for uwaterloo.ca/iqc and Quatrium internal website and improves information architecture and user experience.• Creates, delivers, and evaluates all aspects of website development and planning.• Maintains an editorial calendar to ensure that content related to dates/terms is updated as appropriate.• Applies research-based decision making to improve web content to meet user and organizational needs (i.e., improve find-ability, search engine optimization (SEO) relevance/stickiness). |

- Leads regular and ongoing content audits for uwaterloo.ca/iqc to identify best performing content, outdated material, broken links, accessibility compliance, information gaps and other quality assurance. Make recommendations to CSI and leadership teams.
- Provides web support, training, strategy recommendations, guidance, and resources to IQC team members, including troubleshooting.
- Supports development of new websites or website migrations in the WCMS, including content strategy recommendations and solutions.
- Defines digital personas for target audiences, taking into consideration the marketing strategy of the institute plus the different characteristics of audiences engaging with digital media versus traditional media.
- Builds and maintains the web architecture for IQC website and completes wireframes for large-scale changes to various webpages.
- Conducts environmental scans and competitive analyses.
- Plays a key leadership role in integrating web across all functions in IQC, providing project management, while maintaining positive work relationships.

Produce high-quality digital communications materials to support IQC:

- Propose, develop and execute compelling storytelling through multimedia.
- Design content including graphics, posters and other visuals aligned with the IQC brand.
- Manage timelines and scope for all digital communications initiatives, with support from leadership.
- Implement standards for measuring the success of digital communications, prepare analytics reports and make recommendations for improvements.
- Work with the Senior Manager, Integrated Communications and Liaison to develop and implement the social media strategy. Manages IQC's social channels and Google Business pages, and all related design, photo, and video elements.
- Creates and manages internal communications efforts, including IQC's bi-weekly newsletter.
- Manage digital signage around IQC.
- Researches and has awareness of new products, services and emerging technology that will enhance digital experiences, cost effectiveness, improve efficiency, productivity and return on investment.

Project manages workflow and digital vendors:

- Maintain multimedia storage and archiving of all multimedia assets, including using Asset Bank.
- Upload videos to websites and social media outlets.
- Manage relationships with external vendors for photography and videography, as well as other communications professionals on campus.
- Share digital best practices and sit as member of Web Advisory Committee.
- Monitors, reviews, and oversees internal communication practices to ensure that processes are effective, and proactively recommends new opportunities to build greater efficiencies across the institute and with campus partners.
- Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined, and examined for communication and marketing activities as a basis for strategy development.

- Applies project management best practices and tools to accurately document all components of each campaign strategy for which they are responsible and contributes appropriate updates to the overall CSI strategic plan.
- Collaborates with the Multimedia Coordinator and Senior Manager, Liaison and Integrated Communications to develop and maintain consistent documentation and recording methods across all communications and marketing 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

- Completion of a college degree or bachelor's degree or professional qualifications in digital marketing or related field. Master's degree preferred.

Experience

- 4+ years of experience with web management, digital communications editing and graphics creation with a proven track record of excellence.
 - 1-2 years of experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
 - Experience with measurement and evaluation of social media.
 - Experience prioritizing, managing, and delivering on multiple ongoing and changing deadlines.
 - Writing experience considered a strong asset.
- Experience in a highly scientific environment and basic knowledge of quantum information science and technology is an asset.
 - Work experience within an academic environment preferred.

Knowledge/Skills/Abilities

- HTML proficient
- Knowledgeable about social media and SEO best practices.
- Minimum intermediate skill level for Adobe Photoshop, After Effects, Illustrator.
- Strong organization skills with the ability to handle multiple tasks and meet deadlines.
- Intermediate experience working with presentation software for visual displays such as kiosks.
- The incumbent should have well-developed interpersonal skills.
- Ability to apply sound judgment and to handle confidential materials.
- Proven ability to deal with faculty, postdoctoral fellows, staff, students and visitors with tact and diplomacy.
- Proven ability to solve complex, non-routine problems within their particular areas of responsibility.
- Well-developed organizational and communication (oral and written) skills are required.
- Proven ability to understand and communicate complex technical concepts.
- Proven ability to problem-solve.
- Commitment to process improvement and to stay current with new technologies (hardware and software).

Nature and Scope

- **Contacts:** Internal contacts include faculty, postdoctoral fellows, staff, students and visitors. The incumbent will also work with the University's Marketing and Strategic Communications team and external video and photography vendors brought in for larger conferences or promotional material.
- **Level of Responsibility:** Must be self-directed with proven initiative and the ability to work independently in a busy, pressure sensitive, multi-tasking environment.
- **Decision-Making Authority:** Problem solving is a critical skill for this position. Unexpected issues and/or conflicts may arise with speakers, attendees, technical issues and the incumbent must be capable of analyzing problems and quickly solving issues to keep events on track and impact on the event overall to a minimum. As the producer of multimedia materials, the Multimedia Coordinator will gain approvals from the Senior Manager, Integrated Marketing and the Director, Marketing & Strategic Initiatives.
- **Physical and Sensory Demands:** Minimal exposure to disagreeable conditions. Lifting and transport of moderately heavy equipment (max. 40 lbs) is sometimes required. Accessing AV or technical equipment may require the use of a ladder.
- **Working Environment:** Work takes place in the employee's office and throughout the Lazaridis Centre in computer rooms, labs, staff and faculty offices and sometimes other locations around campus. May occasionally require work outside normal University business hours. 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.