

Job Description

Job Title:	Multimedia Coordinator
Department:	Institute for Quantum Computing
Reports To:	Senior Manager, Integrated Marketing
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	September 2018

Primary Purpose

The Multimedia Coordinator is responsible for creating, editing and presenting various media material to build the IQC brand as a world-class research institute. The incumbent will be a storyteller and editor, responsible for creating compelling media content, including graphics and videos, in support of IQC's evolving marketing and communications plan. The incumbent will provide leadership and guidance to the Communications and Strategic Initiatives (CSI) team on digital best practices, including web and social media analytics, and sit on the Waterloo Web Advisory Committee. Additional responsibilities include providing AV and technical support for IQC lectures and events, and managing external photographers and videographers. This position reports to the Senior Manager, Integrated Marketing.

Key Accountabilities

Produce high-quality multimedia materials to support IQC:

- Propose, develop and execute compelling story-telling through multimedia.
- Design content including graphics, posters and other visuals aligned with the IQC brand.
- Manage timelines and scope for all multimedia initiatives.
- Implement standards for measuring the success of multimedia communications, prepare analytics reports and make recommendations for improvements.
- Work with the Senior Manager, Integrated Marketing to develop and implement the social media strategy. Manage LinkedIn, Google Business pages, IQC's YouTube channel and all related video elements.
- Build annual report publication site in collaboration with Specialist, Content Strategy and Digital Engagement and under the direction of the Senior Manager, Integrated Marketing.
- Record and edit weekly seminars, faculty and visitor lectures as needed/requested.
- Act as IQC photographer for events, conferences, labs and headshots.
- Manage digital signage around IQC.

Oversee IQC website:

- Develop and implement web strategy to enhance IQC visibility and drive traffic. Improve information architecture and user experience.
- Improve search engine optimization, including optimizing copy and landing pages and recommending changes to website linking and other factors to improve SEO.
- Monitor, track, analyze and report website analytics and PPT initiatives and campaigns.
- Lead content audit for uwaterloo.ca/iqc to identify best performing content, outdated material and information gaps. Make recommendations to communications team.

Manage digital assets 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.
- Make recommendations for upgrading, maintaining and purchasing AV and technical equipment.
- Manage user-experience and site infrastructure for uwaterloo.ca/iqc.
- Share digital best practices and sit as member of Web Advisory Committee.

Provide audio/visual and technical support for IQC speakers and events:

- Provide technical and A/V support during IQC-led conferences and events including weekly colloquia, weekly student/faculty talks, guest lectures, visitor lectures and seminars, Quantum Frontiers lectures and other events as required.
- Coordinate and manage all speaker requirements including presentation, microphones, Christie projectors, Creston system.
- Manage complete run-throughs of the events and speaker rehearsals as required.

**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 video marketing or related field. Master’s degree preferred.

Experience

- 4+ years of experience filming and editing videos, photography and creating graphics with a proven track record of excellence.
- 1-2 years of experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
- Strong organization skills with the ability to handle multiple tasks and meet deadlines.
- Marketing 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

- 1+ years work with Creston.
- 4+ years working with film and photo editing software.
- 4+ years working with video and photo equipment.
- HTML proficient
- Experience with measurement and evaluation of social media.
- Minimum intermediate skill level for Adobe Photoshop, After Effects, Illustrator.
- 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.