

Job Description

Job Title:	Communications Design Specialist
Department:	Student Success Office
Reports To:	Manager, Marketing and Communications
Jobs Reporting:	Design Associate (co-op)
Salary Grade:	USG 8
Effective Date:	June 2, 2019

Primary Purpose

The Communication Design Specialist is responsible for the strategic analysis, tactical approach, creative design, professional creation, careful measurement, thoughtful analysis, and effective project management of high-quality, cutting-edge marketing materials that support the integrated communications strategies and priorities of the Student Success Office (SSO) in achieving the University's goal of a vibrant student experience. As a brand ambassador, this role will collaborate, inform and guide the design of student-facing material to engage with students and raise awareness of the services available to them.

Key Accountabilities

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of "what" the job does not the "how". Insert a category heading and in bullet form below, state specific responsibilities.

Direct creative design-thinking for print and digital initiatives

- Under the direction of the Manager, Marketing and Communications, direct creative-design thinking for SSO projects and initiatives, which follow approved University brand guidelines in both print and digital initiatives.
- Maintain a thorough understanding and appreciation for the current design landscape and the use of new media sources and technology to support best-in-class work for a student audience.
- Promote key services available to students from the Student Success Office as well as campus partner services in an integrated and collaborative approach.
- Contribute visual content to the social media content calendar and collaborate with the SSO integrated communications team and communications colleagues across campus on coordinated content and campaigns.
- Develop an annual photography plan, based on recognition of the critical role of photography in communicating key messages and the substantial financial investment required for high-quality images that align with the University's brand guidelines.
- Art direct photographers and illustrators and/or provide illustrative images.
- Lead the maintenance of the catalogued photo archive and retrieval system (Waterloo Photos)
- Support SSO colleagues by recommending print and digital platforms, formats, paper stocks, folds, die cuts, etc. to support project success.
- Create design to support email campaigns, video, multimedia projects and websites.
- Provide direction and input on UI/UX design for web, student portal, and other initiatives.

Project management of design-based projects

- Work with campus partners and communications team to conceptualize, strategize, manage, and execute projects. Explore various conceptual approaches/solutions to meet requirements as outlined by creative services.
- Advise on copy content, editorial direction, and best practices for content across all platforms.
- Liaise with initiative owners and project stakeholders to ensure satisfaction at all stages of the design implementation.
- Manage workflow and production process.
- Report regularly on project status and take an agile approach to project changes.
- Maintain an ongoing relationship with Creative Services and manage projects created centrally for the SSO

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<ul style="list-style-type: none">• Establish and maintain professional relationships with external business providers.
<p>Lead the concept, development, editing and production of video strategies</p> <ul style="list-style-type: none">• Research, conceptualize, strategize, manage and execute a video plan and series of videos to support Student Success initiatives and engage with students.• Create storyboards, provide input on scripts, recruit talent, plan production, produce, edit, and publish videos as part of the video plan. Coordinate with integrated communications team for video, launch, promotion and distribution plans.• Track video analytics and metrics and utilize data to create meaningful reports and evolution of video strategies, approaches and distribution.• Lead a cross-campus collaborative committee of video production roles for knowledge and best practice sharing.
<p>Maintain a strong understanding of current trends and best practices for communicating with student audiences</p> <ul style="list-style-type: none">• Maintain a clear understanding of student audience technologies, trends and communication preferences with respect to receiving and sharing information and translate this into tactics for enhancing just-in-time message delivery• Strong understanding of student services and student programs that enhance the academic, health/wellness, and social development of students on campus.• Awareness of current department and campus-wide initiatives and best practices in higher education and research focusing on student engagement.
<p>Systems knowledge, support and training</p> <ul style="list-style-type: none">• Support the effective targeting of mass email campaigns for multiple audiences including template design, schedule maintenance and reviews• Utilize email marketing software and other online tools (i.e. Mailchimp) to create visually appealing and effective content.• Provide expertise to the team for training and adoption of project management and other web-platforms (i.e. Smartsheet, Adobe Creative Suite, Waterloo photos, etc.).• Facilitate process to define usage, needs, and optimize these technologies and systems within the SSO• Keep abreast of new developments and tools• Collaborate with campus partners, especially IST, to identify opportunities involving systems and reliable tools or platforms to support the SSO.

Required Qualifications

If hiring today, what would be the required education, experience, knowledge, skills and abilities?

<p>Education</p> <ul style="list-style-type: none">• Bachelor's degree in related discipline and/or diploma in graphic design/web design• Or equivalent education and experience
<p>Experience</p> <ul style="list-style-type: none">• 5+ years of experience developing a strong working knowledge of effective design principles including:• 1-2 years of experience designing for web, digital advertising, social media, and or/print• 1-2 years of experience with video conceptualization, storyboarding, production, editing and content creation• 1-2 years of experience managing design projects• Some experience and knowledge of web information architecture, UI/UX design principles• Experience and knowledge of accessibility requirements (AODA)
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Advanced: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, InCopy)• Advanced: Mac OS X• Intermediate: email marketing campaign and distribution platforms (MailChimp)• Intermediate: web content management system (WCMS – Drupal)• Intermediate: MS Office suite of products (Word, Excel, PowerPoint)• Intermediate: web-based project management platforms (Smartsheet)

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- Intermediate: social media platforms and tools (Hootsuite)
- Strong communication skills
- Strong organizational skills
- Effective time management skills

Nature and Scope

- **Contacts:** Communicate effectively with internal campus colleagues and externally with vendors/partners, student audiences, and the general community.
- **Level of Responsibility:** Manages projects and collaborative teams. Provides expert advice and bring new approaches and ideas. Responsible for maintaining the University and SSO brand and reputation especially through visual representation.
- **Decision-Making Authority:** Makes daily decision about visual design, problem-solving, project direction.
- **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 a fast-paced environment and changing priorities. Hours outside of normal working hours may be required occasionally.