

Job Description

Job Title:	Communications Associate
Department:	Associate Vice-President, Academic
Reports To:	Associate Vice-President, Academic
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	May 2021

Primary Purpose

The primary purpose of the Communications Associate is to develop and implement communications strategies for the AVPA office, focusing primarily on institutional projects and initiatives that support and promote the educational mission of the university, and for the Centre for Teaching Excellence, an academic support unit within the AVPA portfolio.

Key Accountabilities

Strategic Communications for AVPA Office

- Create and manage communication strategies for initiatives and projects associated with the AVPA portfolio, particularly those related to the university's strategic plan
- Write, edit, and advise on the visual design of communication materials (e.g., informational and promotional) for internal and external audiences
- Develop creative direction within institutional branding guidelines and maintain communication vehicles for the AVPA office (e.g., website)
- Attend events and programs associated with the AVPA portfolio as a means of gathering information and capturing high-quality images for use in communications
- Build and maintain strong connections with institution-wide and faculty/unit communications staff to promote consistent and effective communication about education at UW
- Provide guidance to all AVPA units on accessible communications strategies and practices required for AODA
- Support external teaching award nominations by soliciting and tracking nominations, ensuring that a nominating team is in place, providing guidance to nominators on submission content and processes, and assisting with creating materials as needed

Strategic Communications for CTE

- Work with CTE senior staff to develop and implement CTE's communications plan, particularly projects to reconceptualize or refine CTE's profile (e.g., branding, website structure) or assess the unit (e.g., self-studies for external review)
- Write and coordinate the production of CTE reports and targeted communications to help promote CTE's work and UW's teaching and learning profile for both internal and external audiences (e.g., annual report)
- Develop promotional materials (in conjunction with Creative Services) by writing copy, providing design input, and selecting suitable images
- Attend CTE events and programs to maintain awareness of the unit's activities and to capture high quality images for use in communications materials

Job Description



**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>Education</p> <ul style="list-style-type: none">• Master's degree (or equivalent experience) in English, Professional Writing, Public Relations/Marketing, or other relevant discipline, with examples of a solid and diverse writing portfolio.
<p>Experience</p> <ul style="list-style-type: none">• 5-10 years of experience in a writing or communications role, preferably at a senior level.• Experience in a communications capacity within a medium to large organization, preferably in the post-secondary sector, and working with senior executives.
<p>Knowledge/Skills/Abilities</p> <ul style="list-style-type: none">• Excellent oral and written communication skills, editing and proofreading skills, and interviewing skills. The role requires a high degree of facility in writing for different audiences (senior administrators, award adjudicators, external reviewers, instructors, staff, and students) and for different media (website, social media, annual report, brochures).• Proficiency with visually conceptualizing design projects as well as working with designers to develop a variety of media (e.g., posters, reports, brochures, videos).• Deep knowledge of issues pertaining to higher education, including issues specific to teaching and learning in general and various disciplinary instructional practices. Experience teaching at the university level is considered an asset.• Professionalism, trustworthiness, and tact. A high level of confidentiality is required for some projects.• Project management skills, problem-solving skills, and organizational skills.• Ability to meet tight deadlines, having a high tolerance for multi-tasking and last minute changes while also demonstrating attention to detail.• Ability to work both independently and collaboratively, including with faculty and staff in different units, and diplomatically manage issues.• Proficiency with Microsoft Office is essential. Knowledge of graphics software is an asset.• Strong web content management system knowledge.

Nature and Scope

- **Contacts:** Works closely with various members of the UW community at all levels (AVPA, CTE staff, communications staff at the institutional and faculty levels, staff at Creative Services, faculty members, students).
- **Level of Responsibility:** This position is responsible for contributing to the strategic communications priorities and strategies for projects associated with the AVPA office and CTE, and for completing writing and communications projects under the direction of the AVPA and CTE's Senior Educational Developer, Inquiry and Communications (in consultation with the Director and/or Associate Director).
- **Decision-Making Authority:** Responsible for producing accurate and informative communication materials, with oversight from the AVPA and senior CTE staff members.
- **Physical and Sensory Demands:** Minimal demands typical of an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions; some exposure to stressful situations at major events with numerous participants. The Communications Associate works in an

Job Description



office suite, with meetings across campus with the possibility of occasional travel for professional development and networking purposes.