

Job Description

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| Job Title: | Communications Specialist |
| Department: | School of Pharmacy |
| Reports To: | Associate Director, Advancement |
| Jobs Reporting: | None |
| Salary Grade: | USG 8 |
| Effective Date: | August 2019 |

Primary Purpose

Under the direction of the Associate Director, Advancement, the Communications Specialist is responsible for creating, implementing and evaluating a comprehensive Communications Plan for the School which furthers the strategic goals and raises the profile of the School across campus and externally. The Communications Specialist will write and produce communication materials that span multiple channels and are directed to local, national and international audiences and stakeholders, including: alumni, donors and prospects, research community (national and international), community (local and national) through media, professional associations and other professional stakeholder groups, government, potential and current students, employers, and corporate partners.

As a young school of pharmacy, it is critical that we build profile/visibility with our external stakeholders and within the university community. We do this through strategic and regular communication using multiple media targeted to multiple audiences: university, local community, alumni, professional organizations and associations, industry, and government. The UW School of Pharmacy is also viewed as an important and necessary health resource within our community. Having a dedicated Communications Specialist allows us to anticipate and meet communication needs and respond to health-related issues in a timely fashion. In fact, our reputation depends on it.

In terms of being able to deliver our curriculum, the School of Pharmacy relies on hundreds of practicing pharmacists who are located in distant and remote locations. Unlike many areas on campus, the School's website is the main source of connection for those who assist us remotely, and as such our website needs to provide a broad range of up-to-date resources and information.

Key Accountabilities

Publications

- Develops theme, source content and photos, and writes and edits stories and information for a variety of print and digital publications. These publications include annual reports, event/donor profiles, newsletters, program / student brochures, education materials, and research profiles
- Develops theme, source content and produces videos and graphics for a variety of print and digital productions, including promotional videos, event posters, web graphics
- Produces materials or manages production cycle with designers and printers while ensuring deadlines are met

Website

- Develops content strategy for the School's website
- Writes and edits web content, including coordination with other content authors within the School
- Ensures effective user interface and navigation structure that is aligned with Waterloo standards

Social Media

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- Establishes a strategy for a meaningful social media presence using a variety of platforms (Twitter, Facebook, YouTube, etc.)
- Maintains social media activity and proactively seek relevant content
- Monitors, tracks and reports through analytics the success and activity on social media platforms

Brand Management

- Contributes to and participates in the management of the School's brand and visual identity
- Ensures consistency of visual identity, including logo application and other graphic elements in any and all media
- Ensures alignment with the University's overall brand and visual identity

Media Relations & Promotion

- Acts as point of contact for MSC and University Communications and works closely with those offices to maximize media opportunities
- Is knowledgeable on faculty members' areas of expertise
- Develops and manages a calendar for timely media releases, strategic opportunities and stories
- Creates media releases
- Develops and maintains a catalogue of School stories and ideas

**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

- Degree in English, communications, journalism, public relations or related field, or equivalent education and experience
- Deep understanding of the issues facing post-secondary education and/or health sector preferred

Experience

- A minimum of 3 years' communications experience in a post-secondary health-related environment required
- Familiarity with the UWaterloo Pharmacy curriculum preferred
- Experience working with communication teams from different stakeholder communities
- Experience with various social media platforms and adept with web content management tools and online analytics
- A skilled communications professional with experience in writing and producing diverse publications and other communication deliverables (print, digital)
- Advanced experience with Microsoft Office products
- Experience with Content Management Systems, online analytics, SharePoint, photo and video editing software, video and sound equipment, social media
- Experience setting priorities and working within a budget

Knowledge/Skills/Abilities

- Proven ability in managing multiple-source projects that require attention to detail and ability to work with many different people with competing priorities
- Exceptional written and verbal communication skills
- Extensive interviewing and researching skills
- Proven ability to develop communication pieces of highest quality which have had a demonstrated impact amongst various audiences;

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- Ability to write dynamic, creative copy with a marketing flavour is essential
- Demonstrated leadership and integrity when dealing with a variety of stakeholder groups
- Strong time management skills and experience working with simultaneous or overlapping deadlines, in a fast-paced environment

Nature and Scope

- **Contacts:** Administrative team, faculty and staff in the School of Pharmacy (including advancement, recruitment, outreach, continuing education, research and clinical); staff in the Office of the Dean of Science (Communications Officer and Web-coordinator); staff in University Communications; and with staff in Marketing and Strategic Communications (MSC)
- **Level of Responsibility:** Specialized work with minimal supervision; the job provides guidance and training to others
- **Decision-Making Authority:** Provides expertise and guidance related to digital platform best practices; leads and manages multiple projects
- **Physical and Sensory Demands:** Concentrated and attentive use of one or more senses in creating, tabulating and analyzing data; dealing with distractions
- **Working Environment:** Regular working hours, some evening/weekend work required (e.g., special events)