

## Job Description

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<b>Job Title:</b>	Communications Officer
<b>Department:</b>	School of Pharmacy
<b>Reports To:</b>	Associate Director, Advancement
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	August 2022

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### **Primary Purpose**

Under the direction of the Associate Director, Advancement, the Communications Officer is responsible for creating, implementing and evaluating a comprehensive communications plan which furthers the strategic goals and raises the profile of the School across campus and externally. The Communications Officer 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, corporate partners and industry.

The UW School of Pharmacy is viewed as an important and necessary health resource within our community. Having a dedicated Communications Officer allows us to anticipate and meet communication needs and respond to health-related issues in a timely fashion.

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 and our website is the main source of connection for those who assist us remotely. It is critical that it provides a broad range of up-to-date resources and information.

### **Key Accountabilities**

#### **Communication Strategy**

- Develops and executes a multi-channel, integrated communications plan in alignment with the School's strategic plan
- Develops creative direction within branding guidelines to create communication materials
- Provides a strategic vision for the communications strategy, defining goals and measuring success in all areas
- Advises on strategic and sensitive communications decisions, liaising with University Relations as necessary
- Monitors and reports on communications metrics; applies research-based decision making to improve content to meet user and organizational needs
- Investigates and learns new technologies as required; remains current on technical and design trends and best practices in communications

#### **Content Creation and Management**

- Leads generation: identifies and develops a pipeline of stories that support our brand

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- Interviews stakeholders and students to research, develop, write, edit and publish engaging stories
- Provides editorial support and strategy for expert-authored content for School channels
- Tracks and reports on storytelling metrics (content by themes, audiences, views) using insights to inform future communications strategy
- Attends events to provide story and social media coverage, take photographs and video; network with attendees to generate content for research features and news articles

### **Publications:**

- Develops theme, sources content and photos, and writes and edits stories and information for print and digital publications which include blog posts, annual reports, event/donor profiles, newsletters, program/student brochures, education materials, digital screens and research profiles
- Develops theme, sources content and produces videos, photography and graphics for print and digital productions, including promotional videos, event posters, web graphics, photography
- Produces materials and manages production cycle with designers, photographers and printers while ensuring deadlines are met
- Develops distribution/launch plans for content

### **Website:**

- Manages content strategy for the School's website
- Liaises with the Science web communication team and University Relations to coordinate web strategy, follow best practices and collaborate on web-related updates
- Writes and edits web content, including coordination with other content authors within the School
- Serves as point person for the WCMS, providing support to other web editors within the School
- Ensures an effective user interface and navigation structure that is aligned with Waterloo information architecture standards
- Tracks and reports on web analytics, creating reporting to support strategic objectives

### **Social Media:**

- Executes a strategy for a meaningful social media presence using a variety of platforms (Twitter, Facebook, Instagram, YouTube, etc.)
- Maintains social media activity and proactively seeks relevant content
- Monitors, tracks and reports through analytics the success and activity on social media platforms to inform future strategies

### **Brand Management:**

- Oversees implementation of the School's brand and visual identity, managing the ongoing refinement of key messages and voice
- Ensures consistency of visual identity, including logo application and other graphic elements in all media
- Ensures alignment with the University's overall brand and visual identity

### **Media Relations & Promotion:**

- Acts as point of contact for Marketing & Strategic Communications (MSC) and University Relations and works closely with those offices to maximize media opportunities
- Knowledgeable on faculty members' areas of expertise, providing referrals for media when possible
- Develops and manages a calendar for timely media releases, strategic opportunities and stories
- Sources and creates media releases
- Grows the School's presence within the University by providing Pharmacy content for various University publications such as the Daily Bulletin, Waterloo News, Waterloo Magazine, Global Impact Report and more
- Executes communication plans for promoting School initiatives and events

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*\*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><b>Education</b></p> <ul style="list-style-type: none"> <li>• Degree in English, communications, journalism, public relations or related field, or equivalent education and experience</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• 3-5 years' communications experience in a post-secondary environment; health-related preferred</li> <li>• Experience working with communication teams from different stakeholder communities</li> <li>• A skilled communications professional with experience in writing and producing diverse publications and other communication deliverables in various formats (print, digital)</li> <li>• Experience with various social media platforms, online analytics and web content management tools; WCMS experience preferred</li> <li>• Experience with Microsoft Office products and photo and video editing software</li> <li>• Experience working with simultaneous or overlapping deadlines, in a fast-paced environment</li> </ul>
<p><b>Knowledge/Skills/Abilities</b></p> <ul style="list-style-type: none"> <li>• Proven ability to develop communication pieces of highest quality with a demonstrated impact amongst various audiences</li> <li>• Proven ability in managing multiple-source projects that require attention to detail and ability to work with many different people with competing priorities</li> <li>• Proven ability to write dynamic, creative copy with a marketing flavour</li> <li>• Extensive interviewing and researching skills</li> <li>• Exceptional written and verbal communication skills</li> <li>• Demonstrated leadership and integrity when dealing with a variety of stakeholder groups</li> <li>• Advanced-level proficiency with Adobe Creative Suite, Microsoft Office, WCMS, AirTable, web-based survey tools, online analytics, SharePoint, photo &amp; video editing software, video &amp; sound equipment, social media</li> </ul>

### Nature and Scope

- **Contacts:** internal: faculty, staff, alumni and students in the School of Pharmacy; Dean of Science Office (Communications Officer and Web-coordinator); University Relations; Advancement & Alumni Relations; Creative Services; Marketing & Strategic Communications (MSC); external: professional organizations, vendors
- **Level of Responsibility:** The job has specialized work with minimal supervision; provides guidance and training to others
- **Decision-Making Authority:** Provides expertise and guidance related to communications strategy and digital platform best practices; leads and manages multiple projects; provides support for web-related tasks
- **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)