

## Job Description

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<b>Job Title:</b>	Senior Communications Officer, Media
<b>Department:</b>	Dean of Engineering – Advancement Unit
<b>Reports To:</b>	Associate Director, Marketing & Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	November 2017

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### **Primary Purpose**

The Senior Communications Officer, Media is responsible for researching, writing, editing, and coordinating communication materials specifically written for external audiences as a means to enhance the Faculty's reputation as a world-class leader in engineering research and education. The overall objective is to advance the Faculty's image through the production of professional, compelling and effective communications materials.

### **Key Accountabilities**

#### **Research and Writing**

- Write media releases, research profiles, op-ed material (for distribution by the UW Media Relations Office)
- Conduct research, interviews, write, edit, source photos and fact-check a variety of story content for Engineering News on the Faculty website
- Research faculty and student profiles for alumni publications as required
- Interview faculty and researchers as required for story development
- Support the integration and leveraging of content across a range of Faculty online channels as a means to support the Faculty's marketing communications strategies
- Ensure consistency, accuracy and excellence in quality and content of messaging in all written pieces

#### **Source Potential Media Opportunities**

- Work with faculty communicators to source and secure news stories that will have a broad appeal and reflect the strength of engineering education and research
- Establish relationships across the faculty as a means of sourcing media opportunities to profile engineering research
- Support faculty members to develop a media profile aligned with research work

#### **Collaboration**

- Identify opportunities for story profiles within the Faculty and review with communications team to determine next steps to add to Faculty Communications editorial calendar and planning tools
- Analyze issues, events, trends and items that could impact Faculty profiles and alert the team
- Regularly review and contribute to Media Relations Editorial Calendars for planning purposes
- Work collaboratively with the Faculty of Engineering's communications team in order to strategically support Advancement and the Faculty's goals
- Provide excellent service to colleagues across the team and the Faculty of Engineering

#### **Other**

- Provide back-up copy writing and editing services to members of the Engineering communications team as required

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- Attend events to compose notes capturing key messages, take photographs and video and network with attendees to provide content for stories
- Perform other duties of a comparable level/type as assigned
- Other duties as assigned

### **Required Qualifications**

#### **Education**

- University degree in journalism, public relations or equivalent combination of education and experience

#### **Experience**

- 10+ years of extensive experience as a writer in a journalism or media environment
- Extensive experience in a journalism or media environment
- Exceptional written and verbal communication skills; excellent editing skills
- Extensive experience in interviewing people for media profiles
- Extensive experience in news and media researching skills
- Extensive experience in translating technical concepts into simple language in order to facilitate understanding from researchers to media and other external audiences
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies

#### **Knowledge/Skills/Abilities**

- Positive energy and attitude
- A passion for and commitment to the Faculty of Engineering and commitment to developing its experience for all stakeholders
- Proven ability in managing multiple deadlines that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams
- Effective time management skills, ability to multitask, and confidence in decision making under pressure
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines
- Effective interpersonal and written communication skills
- Ability to quickly produce and distribute quality, thoughtful and engaging content
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues
- Flexibility to adapt to unexpected and time sensitive demands
- Strong photography skills
- Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management system)
- Have a curious mind

### **Nature and Scope**

- **Contacts:** Interacts with colleagues at all levels across the Faculty to develop trust, rapport and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall Faculty of Engineering communications agenda. Must maintain productive internal and external working relationships with primary internal

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groups including Dean, faculty, students, alumni and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including Office of Research, faculty-based recruitment personnel, Office of University Relations, Creative Services and Marketing and Strategic Communications. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Confident communications skills to interview researchers on technical elements of research work. Able to manage confidential information, and work independently or as part of a team. Able to work as part of a project team in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.

- **Level of Responsibility:** This position performs specialized work with minimal supervision and has the ability to take initiative where minimal direction is provided. Proactive in contributing ideas and solutions.
- **Decision-Making Authority:** Responsible for meeting critical project milestones and deadlines.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment as a member of the central communications team work outside of normal hours can be expected
- **Working Environment:** Minimal exposure to disagreeable conditions. Work outside the normal operating hours of the institution can be expected in this role.