

Job Description

Job Title:	Communications and Engagement Specialist
Department:	Office of the Associate Vice-President, Human Rights, Equity and Inclusion
Reports To:	Associate Vice-President, Human Rights, Equity and Inclusion
Jobs Reporting:	Engagement and Events Coordinator
Salary Grade:	USG 9
Effective Date:	May 2019

Primary Purpose

The Communications and Engagement Specialist is responsible for strategy development and successful execution of a wide range of communications and engagement projects, initiatives and events in the Office of the Associate Vice-President, Human Rights, Equity and Inclusion (AVP, HREI).

Key Accountabilities

Communications and Engagement Strategy

- Under the direction of the AVP, develops a strategic mandate for communications and engagement initiatives to support the goals and objectives of the Human Rights, Equity and Inclusion portfolio
- Leads the identification and creation of the Human Rights, Equity and Inclusion Office brand, and associated communication materials, promotional elements, and other branded materials
- Leads the development of an outreach strategy that engages campus stakeholders on Human Rights, Equity and Inclusion opportunities and issues
- Develops and manages an integrated communications plan that reflects a unified vision and voice for all units within the portfolio
- Develops and implements a social media strategy
- Conducts environmental scans of current print and digital communications initiatives across equity and inclusion stakeholders at the University of Waterloo and other relevant institutions and remains current on communications trends and best practices
- Develops an events strategy in consultation with relevant stakeholders and oversees the successful execution of events
- Assesses and recommends new strategies, initiatives, events and programs to promote a culture of equity, inclusion, and diversity and build campus engagement

Content Development and Oversight

- Writes content for a variety of communications channels and audiences including the Office of the AVP, HREI website, news releases, and publications, as required
- Provide editing and communications expertise to support the communication needs for all projects and initiatives across the Human Rights, Equity and Inclusion portfolio
- Assess the Office's website for usability, redundancy and overall functionality and makes recommendations for improvements
- Develops website and social media content and grows the Office's online presence
- Develops communications on behalf of the Associate Vice-President to support communications projects and initiatives as required
- Work with Creative Services to update and develop new print and digital communications including reports, brochures, posters, e-invitations, and graphics

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<ul style="list-style-type: none">• Maintains consistency of content across all channels in accordance with the University's branding guidelines
Relationship Building and Collaboration <ul style="list-style-type: none">• Coordinates and liaise with University departments including IST, Creative Services and University Relations to ensure consistency in communications• Develops relationships with key campus stakeholders and identifies opportunities for collaboration on equity related initiatives• Represents the Office of the AVP, HREI on cross-functional initiatives and committees, as required
Project Management and Leadership <ul style="list-style-type: none">• Acts as project leader on assigned projects/programs/events, including development, execution and evaluation• Develops and approves communications and engagement project plans• Provides direction and leadership to the Engagement and Events Coordinator in the coordination and execution of events and initiatives• Performs other duties as assigned

**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 <ul style="list-style-type: none">• University Degree in Marketing, Communications, or related discipline• Equivalent combination of education and experience will be considered
Experience <ul style="list-style-type: none">• 3 years of progressively responsible experience in a communications and engagement focused role, including demonstrated experience developing communications plans• Demonstrated event management experience would be an asset• Previous experience working with and knowledge of equity seeking groups is preferred
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Thorough knowledge of communications strategies and best practices• In-depth knowledge of social media trends and platforms, digital analytics tools and web content management systems• Professional writing, editing, and proofreading skills• Demonstrated ability to work effectively with a range of stakeholders• Demonstrated ability to multitask in a highly dynamic environment and a proven ability to manage large volumes of work, conflicting priorities, and competing deadlines

Nature and Scope

- **Contacts:** Internally, communicates with senior administration, students, faculty and staff. Externally with community groups and various stakeholders.
- **Level of Responsibility:** This position is responsible for strategy development and execution, under the direction of the AVP.
- **Decision-Making Authority:** This position is expected to be self-directed in executing their accountabilities. The role has a mix of defined, specialized, routine, and non-routine tasks and requires

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sound judgment, tact, and discretion in juggling and executing these responsibilities. This position will make recommendations to the Associate Vice-President for improvements and new initiatives.

- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment
- **Working Environment:** Position works in a standard open office environment. Minimal exposure to disagreeable conditions. Occasional travel and off-site work will be required for events. There can be a lack of control over work pace due to irregular and/or high volumes of work, multiple and/or tight, deadlines, and frequent interruptions.