

Job Description

Job Title:	Communications Officer
Department:	The Water Institute
Reports To:	Managing Director, The Water Institute
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	April 2021

Primary Purpose

Reporting to the Managing Director of the Water Institute (WI), the Communications Officer will plan, implement and evaluate an integrated program of marketing and communications to advance the Water Institute's image, profile and reputation. The incumbent will:

- Support the Institute's strategic objectives;
- Act as an internal marketing and strategic communications expert for the Institute;
- Collaborate with marketing and communications colleagues across campus to advance WI goals with the broader University community;
- Work closely with WI faculty and student members to identify news and develop stories about the WI;
- Provide marketing and communications support to WI faculty research projects.

Key Accountabilities

Strategic planning and program evaluation

- Develop, implement and maintain a WI marketing and communications strategy that includes print, digital and social media channels
- Develop WI's brand positioning and key messaging
- Develop and implement action plans to operationalize the strategy
- Prepare and manage the marketing and communications budget
- Develop metrics for program evaluation
- Develop, implement and maintain content strategies and editorial calendars to guide print and digital marketing and communications content design and development
- Conduct environmental scans, content audits, competitive analyses, gap analyses or other research to ensure WI objectives are being met
- Monitor and report on metrics for web, digital and social initiatives
- Report on program effectiveness, and recommend and implement changes

Content creation and management

- Develop original content for WI print, digital and social media channels, including articles, annual reports, brochures, postcards, videos and posts.
- Interview WI faculty, students and stakeholders for story development
- Work with Faculties, Marketing and Strategic Communications and other University units to identify and leverage relevant content created by other groups

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- Prepare, in conjunctions with Marketing and Strategic Communications and other appropriate units, press releases and media and expert advisories
- Develop, maintain and monitor multiple WI-supported websites
- As required, manage relationships with vendors related to WI's communications, marketing and advertising goals, including procurement, selection and contractual agreements
- Ensure excellent quality and consistency in all WI marketing and communications initiatives, and work collaboratively with University colleagues to achieve this

Collaboration and Outreach

- Works closely and collaboratively, and shares information regularly, with marketing and communications colleagues from across campus
- Participate as a key member of appropriate media relations and marketing and communications-related groups across campus
- Working with Marketing and Communications, facilitates media contacts and seeks opportunities to advance WI messaging through various media
- Manages the promotion and advertising of WI events, including lectures and research symposia

**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 marketing, communications, journalism, public relations or related field, or equivalent experience.

Experience

- Minimum of 7 to 10 years of experience in a relevant strategic marketing and communications role, preferably with experience in the university sector
- Superior written and verbal communication skills
- Excellent presentation skills
- Experience identifying and preparing stories for various stakeholder groups, including the media
- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders, including the media, the public, employers, recruiters, academics and funders
- Strong organizational skills and the ability to handle multiple tasks and meet deadlines
- A positive team approach to working with colleagues and partners
- Ability to work independently
- Familiarity with web production and editing and basic image editing considered an asset

Knowledge/Skills/Abilities

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- Highly developed skills related to social media platforms (Twitter, Facebook, YouTube, LinkedIn), email and list management tools (MailChimp), content management systems (web publishing), Google Analytics, and MS Word, Excel and PowerPoint
- Advanced knowledge of Zoom and other video conferencing platforms
- Ability to establish and maintain productive working relationships across large organizations
- Ability to communicate effectively with colleagues, clients and external stakeholders, including the media
- Ability to demonstrate leadership, diplomacy and integrity when dealing with internal and external stakeholders, with the goal of advancing WI's marketing and communications agendas

Nature and Scope

- **Contacts:** Internally, will work with a wide array of faculty members, students, communication professionals and senior management across campus; externally will have contact with the media and third-party vendors.
- **Level of Responsibility:** Will possess proven ability, significant experience and strong practical knowledge of integrated marketing and communications strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace. Reporting to the Managing Director, the Communications Officer will be a self-starter and able to work independently, or collaboratively with colleagues, to execute various task and to achieve goals.
- **Decision-Making Authority:** Will work collaboratively with Water Institute staff, including the Executive Director. Reports to the Managing Director. Will work horizontally across the University, with communications colleagues from central and academic units, and with central public relations and creative services offices.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment with extended working hours in preparation for and during events.
- **Working Environment:** Minimal demands typical of a position operating within an office environment.