

## Job Description

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<b>Job Title:</b>	Communications Officer, Internationalization
<b>Department:</b>	Student Success Office
<b>Reports To:</b>	Manager, Marketing and Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	March 2018

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### **Primary Purpose**

The Communications Officer, Internationalization is accountable to the Manager, Marketing and Communications Communicates and works closely with the Manager, International Student Experience and Manager, International Mobility and Intercultural Learning. Responsible for developing and executing communications plans and engagement activities to raise awareness of the intentional programs that support and engage students in international and/or cross-cultural learning and development opportunities as well as programs and services aimed at supporting international students. The communications officer engages the UWaterloo community through the creation of compelling content for multiple platforms, both print and digital.

### **Key Accountabilities**

#### **Communications Plans**

- Research, create, execute and evaluate communications plans to support SSO programs and services for International Students including, but not limited to: Global Representative Program, International Peer Community, and International Advising.
- Research, create, execute and evaluate communications plans to support SSO programs that support and engage students in international and/or cross-cultural learning and development opportunities, including but not limited to: Exchange, Study Abroad, and Global Experience Certificate.
- Research, create, execute and evaluate communications plans to support the delivery of a successful multi-day pre-arrival orientation program for international students including pre-event promotion with email, social and digital campaigns, support with event content and material, and post-event evaluation and follow-up communications
- Coordinate, create and deliver tactics including print and digital materials, photo shoots and video shoots, etc.
- Be knowledgeable of the needs and communication preferences of unique international student populations such as those studying in the BASE, ELAS, and 2+2 programs and work closely with campus and faculty partners who are responsible for supporting students in these programs.
- Participate in the administration of certain department-wide responsibilities including special events and special projects.

#### **Program Assessment**

- Assist in the development and maintenance of program documentation outlining program goals, outcomes, and ongoing progress.
- Coordinate the collection of information (staff and participant feedback, attendance numbers, etc.) and collaborate with Data Analyst to provide recommendations for future program adjustments and considerations.

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- Monitor programs through session feedback forms. Respond to feedback in a timely and effective manner
- Write and update survey and feedback forms with input from the Manager, International Experience and Data Analyst

### **Relationship Building**

- Facilitates a strong working relationship with campus partners and collaborates/partners when appropriate on strategies that will support the mandate of the SSO in supporting the International Student Experience. Key working relationships include but are not limited to: Waterloo International, Housing and Residences, Federation of Students, Graduate Student Association, Marketing & Undergraduate Recruitment, Creative Services, and all faculties and affiliated University Colleges.
- Works closely with campus partners and faculty partners via the Faculty Relationship Managers to ensure the need of International Students are met
- Works closely with other staff in the SSO to ensure a coordinated and integrated approach to program development, delivery, and communications.
- Participates in and contributes to regular team and department wide meetings as appropriate.

### **Communications Initiatives**

- Participate in planning and execution of digital and print marketing and communication initiatives to support International students at Waterloo and to engage students in international and/or cross-cultural learning and development opportunities (i.e. exchange, study abroad).
- Create and curate digital content including social media, email, web, video scripts, and digital screen ads.
- Develop and execute social media campaigns utilizing campus-wide tools (Hootsuite Enterprise) to monitor, post content, collaborate, and respond to inquiries.
- Develop crisp and compelling copy, detailed editing, and creative, on-brand design direction for print including but not limited to booklets, brochures, letters, news releases, ads, posters, and other initiatives as needed.
- Strategize, create and edit content for SSO websites, using Waterloo's content managements system, in partnership with the SSO Communications team. Utilize campus-wide tools, including Google Analytics, to review trends and make recommendations/adjustments.

## **Required Qualifications**

### **Education**

- University degree in related discipline, or related experience. A specialization or focus in Communications, Marketing, and/or International Student Development would be an asset.

### **Experience**

- 2 years of experience in a communications or marketing role, preferably in an educational setting
- Experience writing copy for multiple audiences (students, general public, etc.) and channels (email, web, print, social)
- Experience in a student services setting working with students and supporting student staff preferred
- Experience coordinating or leading in a student service preferred
- Experience writing and executing communications and/or marketing plans, preferably for student audience
- Experience managing a project from concept to execution and evaluation

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

- Outstanding interpersonal communication skills, including written, oral, one-on-one, and group
- Advanced knowledge and understanding of social media and web communications

- Demonstrated knowledge of best practices in international student development theory and success
- Proven ability to take initiative and be both creative and flexible
- Strong critical thinking, judgement and decision-making skills
- Demonstrated ability to work individually and collaboratively as part of dynamic team
- Demonstrated ability to balance multiple priorities and projects
- Strong organizational and time management skills
- Demonstrated ability to contribute to an integrated and collaborative team environment
- Ability to effect positive change while building strong relationships
- Hootsuite for social media – Facebook, Twitter, Instagram, SnapChat and other emerging platforms
- Web content management system (WCMS) – preferably drupal
- Microsoft Office Suite (MS Word, Excel, Powerpoint, Outlook)
- Smartsheet or other project management tool

### **Nature and Scope**

- **Contacts:** Internally, able to build collaborative working relationships with colleagues in the SSO as well as the broader campus community. Able to lead and support student staff and volunteers utilizing timely and effective communication skills
- **Level of Responsibility:** Manages co-op students, student volunteers, collaborates with colleagues, may involve some coaching, development
- **Decision-Making Authority:** Makes decisions in collaboration with others but may from time-to-time be required to make independent decisions related to International Student Experience programs.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within a fast-paced service oriented office environment; extensive periods of sitting and concentrated use of visual senses. Requires close attention to detail, thoroughness and accuracy.
- **Working Environment:** Located in a comfortable indoor area, although location may change. Minimal exposure to disagreeable conditions typical of a supervisory position, one where it occasionally necessary to convey negative or unwelcome information to students or staff.