

Job Description

Job Title:	Communications Officer, Student Services
Department:	Student Success Office
Reports To:	Manager, Marketing & Communications
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	August 2018

Primary Purpose

This position develops, supports, and executes digital and traditional communications initiatives and engagement activities that support the goals of the Student Success Office and our partners. The Communications Officer – Student Services engages with the UWaterloo community through the creation of compelling web and social media content on multiple platforms, while ensuring the effective and coordinated management of online communities and web presences. The Communications Officer– Student Services works collaboratively with all members of the Student Success Office to help raise awareness of services of the SSO and Campus partners to support student success.

Key Accountabilities

Participate in the planning and execution of digital marketing and communication initiatives to promote the services of the Student Success Office

- Support the development of the SSO digital presence, working collaboratively to develop crisp, compelling copy for multiple audiences on current and emerging digital platforms and ensuring digital tactics are part of all integrated communications plans.
- Craft copy for digital content, including social media, web content, video scripts and digital screens.
- Share best practices for strategic digital engagement with students.
- Utilize campus-wide tools, including Hootsuite Enterprise, to make informed content creation decisions and execute campus-wide social media collaboration.
- Act as a community manager for UWaterloo Life (and backup community manager for Student Portal), managing daily social media efforts and responding to students in a timely, friendly and informative manner.
- Monitor unofficial online UWaterloo communities (i.e. OMGUW/Reddit) for emerging trends.
- Participate in maintaining an accurate and up-to-date content calendar for social media and other digital marketing initiatives.

Provide daily support, maintenance and content development for Student Success Office web presence using Waterloo's content management system.

- Create and edit content for SSO web presence (SSO, Student Experience, Orientation, Student Portal) in conjunction with colleagues, providing leadership and guiding SSO web maintenance and updates.
- Maintain and evolve the SSO web presence through content planning and audits to ensure content and information architecture supports achievement of SSO's strategic goals.
- Utilize campus-wide tools, including Google's Universal Analytics to make informed content creation decisions.
- Act as an editor and contributor of the UWaterloo Life blog including maintaining content calendar.

Coordinate email calendar for mass email campaigns

- Act as a support in the development and execution of email campaigns, including content, for incoming, current, and exchange students.
- Maintain an organized calendar of email campaigns including tracking lists, audiences, A/B testing, links, key messages, and analytics.
- Maintain, in collaboration with the Communication Specialist and Manager, Marketing and Communications, an email approval process to ensure accurate emails, proper send lists, and tracking.
- Collaborate with subject matter experts to research, write, edit and review email content, design/templates, and strategy with a focus on student audience preferences and needs.
- Compile and review email analytics, with input from the Data Analyst, and report to key SSO stakeholders to help drive email campaign content and strategy.

Maintain a strong understanding of current trends and best practices for communicating with student audiences

- Maintain clear understanding of student audience technologies, trends and communication preferences with respect to receiving and sharing information and translate into tactics for enhancing just-in-time message delivery.
- Provide expert student communications design and student experience knowledge in relation to advancing SSO strategic priorities, including the student portal.
- Strong understanding of student services and student programs that enhance the academic, health/wellness and social development of students on campus.
- Awareness of current department and campus-wide initiatives, best practices at other universities and current research focusing on student engagement.

Required Qualifications

Education

- Bachelor's degree in related discipline (i.e. GBDA, Business Admin, Marketing, Communications, English)
- Equivalent combination of education and/or experience will be considered

Experience

- 2 years of experience in a communications role, preferably in an educational setting
- Some experience writing and sending mass email campaigns
- Some experience with social media community management
- Some experience writing dynamic, creative copy with knowledge of digital considerations, as well as experience writing for multiple audiences, and specific experience writing for students on different digital platforms required.
- Experience with web content management systems (WCMS)

Knowledge/Skills/Abilities

- Advanced understanding of social media and web communications
- Advanced WCMS skills – preferably Drupal
- Intermediate to advanced skill level with MS Office (especially Word, Outlook)
- Intermediate level of experience with online tools including, but not limited to: MailChimp (email marketing tool), Smartsheet (project management tool), Adobe Creative Cloud (publishing tool)
- Intermediate level skills with Hootsuite or other social media monitoring and scheduling tool
- Excellent communications skills – written and oral
- Excellent organizational and time management skills: able to manage multiple tasks, meet deadlines, and negotiate changes in priorities as required

Job Description



- Strong presentation skills, the proven ability to be persuasive and to effect positive change while building strong relationships
- Collaborative, positive and professional approach to working with teams and colleagues

Nature and Scope

- **Contacts:** Internally, communicates with campus colleagues and students, to motivate others, manage digital communication projects for campus-wide programs and projects; provides leadership on digital engagement strategies and vehicles to colleagues; and develops strategies to engage student audiences
- **Level of Responsibility:** Manages creative projects that are available to campus-wide audience and targeted groups, works and leads projects while working collaboratively with the Manager, Marketing and Communications and the Manager, Communications and Engagement.
- **Decision-Making Authority:** Makes daily decisions on communication projects, directing the focus and scope of projects; determines the optimal course of action to solve problems, and exerts a positive and at times persuasive influence on campus stakeholders
- **Physical and Sensory Demands:** Minimal demands typical of an office position; extensive sitting and concentrated use of visual sense.
- **Working Environment:** There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy. On occasion, work outside of normal business hours may be required