

Job Description

Job Title:	Communications Project Manager - Wellness
Department:	UWaterloolife, Associate Provost Students
Reports To:	Manager, Digital Student Experience
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	March 2022

Primary Purpose

As a member of the UWaterloolife team within the Associate Provost Students (APS) portfolio, this position is responsible for consultation, planning, implementation and evolution of communications plans with a focus on Campus Wellness (CW). Emphasis will be on collaboration both internally and externally to ensure health messages are evidence-based, tied to APS communications themes and resonate with the student audience. The focus of communications planning will be primarily on digital assets, including maintenance of websites, social media and other digital platforms, such as digital screens.

The project manager will work closely with the CW senior management team and the Manager, Digital Student Experience to develop key strategic messages and execute a yearly integrated communications plan to support wellness initiatives. This position will also collaborate with stakeholders across campus as a key member of the UWaterloolife team to coordinate student life communications across multiple platforms.

The project manager must demonstrate and champion an equity and anti-racist informed approach to their work – particularly as it relates to marketing and communication initiatives for a diverse audience.

Key Accountabilities

Planning, Implementation and Evaluation of communications plans

- Evolve the communications plan to achieve CW strategic goals, execute tactics and evaluate success. This may include producing and/or coordinating web content, social, and digital content, sourcing or coordinating photography, or leading small-scale video creation, or print pieces - working with Creative Services as needed.
- Work with campus partners to identify areas for content and message collaboration around overlapping themes such as wellness, exam preparation, getting involved etc.
- Develop crisp, compelling copy for multiple audiences using different platforms (with a specific focus on digital platforms).
- Assumes project management responsibilities for content development and maintenance of communication materials including resources, time and budget.
- Manage social media content calendar that aligns with CW and campus partner key messages and events in coordination with the UWaterloolife social media content.
- Provide leadership and guidance in communication best practices to Campus Wellness. Make decisions about the best course of action for internal and external communication messages and strategies.
- Execute and incorporate internal and external wellness communications reviews to ensure communications plan follows best practices and builds on current assets, where possible.

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- Apply evaluation strategies to assess the reach and effectiveness of communication initiatives. This may include utilizing analytics, user experience testing, surveys, and/or focus groups.
- Understand and adhere to university writing style and branding guidelines, ensuring the positive reputation of the University and Campus Wellness at all times.

Consultation and Collaboration

- Consult with a broad range of stakeholders across campus, including Campus Wellness senior management team, to lead creation of Campus Wellness key messages and/or campaigns that meet the needs of diverse audiences.
- Consult and work collaboratively with Campus Wellness' Student Advisory Committee (SAC) to ensure communication platforms and messages resonate and are responsive to client needs.
- Work closely with the manager, digital student experience to plan and coordinate themes and campaigns to improve the digital student experience and students' digital navigation of services and supports.
- Coordinate and work closely with campus partners to integrate strategic Campus Wellness digital content, including digital screens, social media and web content, to ensure the incorporation of Campus Wellness key messages. This includes, but is not limited to the Waterloo Undergraduate Students Association (WUSA), Graduate Student's Association (GSA), Student Success Office (SSO), Athletics and Recreation, Food Services and Faculties.
- Provide leadership to campus partners, informing them of best practices for integration of Campus Wellness key messages. This may also include participating on campus-wide committees to bring a communications perspective and expertise to planning of health and wellness initiatives.
- Work collaboratively with the Peer Health Education Coordinator and Manager to co-develop health communication student campaigns.
- Work collaboratively with other members of the Campus Wellness department to contribute to the development and implementation of communication projects. This includes providing ongoing communication guidance and support for university-wide initiatives such as Thrive and the Wellness Collaborative.

Research and Assess Current Trends & Best-practices

- Maintains clear understanding of student audience and preferred technologies and communications platforms and translates this into tactics for enhancing just-in-time message delivery of messages.
- Keep abreast of student services and student programs that enhance the student experience.

Manage and oversee the work of a co-op student

- Recruit, train, and conduct performance evaluations for co-op students on a termly basis
- Coach and mentor co-op students to provide them with an enriching working and learning environment.

**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

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- Bachelor's degree in a related field (e.g., Communications, Marketing)
- Education or equivalent experience in health communications is an asset.

Experience

- Proven ability, experience, and working knowledge and understanding of integrated communications plans within a highly complex institution, preferably tailored to a student audience.
- At least 3 years of experience with strategic communications planning, creative project management, or marketing in a non-for-profit role, preferably in an educational or health setting.

Knowledge/Skills/Abilities

- Ability to write dynamic, creative copy with a marketing flavour for different audiences is essential
- Strong understanding of social media, digital communications and the web; interest in emerging trends and technologies, as well as student-preferred communications platforms
- Experience working with multiple stakeholders to coordinate successful projects
- Have expert eye for grammar and language usage along with well-developed proof-reading abilities
- Experience writing for multiple audiences, with specific experience writing for students on different platforms
- Excellent organization skills, easily able to manage multiple tasks, meet deadlines and negotiate changes in priorities
- Excellent time management skills
- Demonstrated ability to work collaboratively with colleagues
- Intermediate skills in MS Office suite (Word, Excel, PowerPoint)
- Advanced level of experience with web content management systems and other online tools including, but not limited to: MailChimp (email marketing tool), Canva, Adobe Creative Cloud (Illustrator, InDesign), Emplifi (or other social media monitoring and scheduling tools), and Camtasia
- Demonstrates a commitment to equity, diversity, inclusion and anti-racism through their planning and implementation of communications deliverables.

Nature and Scope

- **Contacts:** This position interacts regularly with members of the CW Senior Management Team. At times, this position will work directly with the Director, Campus Wellness to ensure the brand and reputation of the department. This position collaborates regularly with colleagues at all levels and across all departments and faculties within the university. This position also has regular interaction with partners across the APS portfolio and University Relations
- **Level of Responsibility:** Project manages individual and department projects and initiatives, and may also manage, evaluate or provide support to university-wide initiatives.
- **Decision-Making Authority:** Continually makes decisions on the most effective methods for planning, executing and evaluating communications plans, in collaboration with members of CW and UWaterlowlife teams. In consultation with the supervisor, determines the course of action to solve problems and to exert a positive influence on stakeholders.
- **Physical and Sensory Demands:** Minimal physical demands typical of working in an office environment such as periods of extensive sitting. Moderate sensory effort from computer-based work resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This role involves minimal to moderate exposure to psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. When needed, there may be unusual hours of schedules to meet student program demands, or multiple/tight deadlines beyond one's control and constant interruptions (e.g., phone calls, emails and in planned but urgent request) that are impacted by varying student volumes at different times of the year.