

Job Description

Job Title:	Communications Project Manager
Department:	Campus Wellness
Reports To:	Associate Director, Health Promotion
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	June 2021

Primary Purpose

As a member of the Health Promotion team within Campus Wellness (CW), this position is responsible for consultation, planning and implementation of the Campus Wellness communications plan. Emphasis will be given to collaboration both internally and externally to ensure health messages are evidence-based and resonate with the student audience. The focus of the communications plan will be primarily digital assets, including maintenance of the CW website, social media and other digital platforms.

This position will work closely with the CW senior management team to develop key strategic messages and execute a yearly integrated communications plan to support Campus Wellness at the University of Waterloo. This position will also collaborate with other stakeholders across campus to embed health promotion messaging into other campus-wide communication platforms.

Key Accountabilities

Planning, Implementation and Evaluation of a CW communications plan

- Develop a 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 and working with Creative Services as needed.
- Execute and incorporate internal and external wellness communications reviews to ensure communications plan follows best practices and builds on current assets, where possible.
- Develop crisp, compelling copy for multiple audiences using different platforms (with a specific focus on digital platforms).
- 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 style and branding guidelines, ensuring the positive reputation of the University 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 that meet the needs of diverse audiences.
- 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.
- 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.

Job Description



- Work collaboratively with the Peer Health Education Coordinator and Manager to co-develop health communication student campaigns.
- Work collaboratively with other members of the department to contribute to the development and implementation of projects in the health promotion strategic plan within Campus Wellness.

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 Campus Wellness messages.
- Keep abreast of student services and student programs that enhance the health/wellness, academic and social development of students on campus.

**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

- 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
- 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
- Strong understanding of social media, digital communications and the web; interest in emerging trends and technologies, as well as student-preferred communications platforms
- Excellent organization skills, easily able to manage multiple tasks, meet deadlines and negotiate changes in priorities
- Manage own time well and 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), Adobe Creative Cloud (publishing tool), Hootsuite (or other social media monitoring and scheduling tool), and Illustrator, InDesign, Camtasia etc.

Nature and Scope

- **Contacts:** This position interacts regularly with the Associate Director, Health Promotion and other members of the Senior Management Team. 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 the Student Success Office.

Job Description



- **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 the CW communications plan, in collaboration with other members of the department. 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.