

Job Description

Job Title:	Communications Officer
Department:	School of Optometry & Vision Science
Reports To:	Director, School of Optometry & Vision Science
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	June 2018

Primary Purpose

Under the direction of the Director, the Communications Officer is responsible for creating, implementing and evaluating a comprehensive Communications Plan for the School and Clinic which furthers strategic goals and raises the profile of the School across campus and externally. The Communications Officer will write and produce communication materials that span multiple channels and are directed to local, national and international audiences and stakeholders, including alumni, donors and prospects, the optometric profession and related associations, the research community (national and international), and the local community.

The Communications Officer will work closely with the Office of the Director, the Clinic Director and the Associate Director, Advancement.

Key Accountabilities

Marketing and Branding

- Contributes to and participates in the development and management of the School's brand and visual identity
- Researches, writes and edits compelling copy for marketing collateral that supports strategic initiatives
- Work with designers, photographers and external vendors to create visually appealing products within budget
- Ensures consistency of visual identity; including logo application and other graphic elements in any and all media

Communications

- Leads the development and implementation of an effective internal communications program to foster increased information sharing among the School, Clinic and research centres
- Works in support of the Office of the Director, the Clinic Director and the Associate Director, Advancement to enhance the profile, image and reputation of the School with external stakeholders in the media and general public
- Acts as an editorial resource by assisting with research, writing, editing and designing strategic publications and communications including annual reports, brochures and newsletters, etc.
- Plans and assists with execution, when appropriate with the distribution of communication initiatives to identified stakeholders
- Supports colleagues at events with communications needs or marketing collateral
- Provides content and guidance to the Digital Initiatives Officer to post, manage and maintain the web content
- Lead the Optometry Communications Work Group

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<ul style="list-style-type: none">• Collaborates with the Digital Initiatives Officer to produce the School's newsletters• Engages with faculty, students, staff and patients to solicit stories that promote the School and enhance its reputation
Design and digital assets management <ul style="list-style-type: none">• Supports Advancement with some design for print and digital• Manages design projects with Creative Services
Planning and Budgeting <ul style="list-style-type: none">• Contributes to the development of a communication strategy to support the School's strategic plan• Develops an associated budget and implementation plan• Maintains and reports on metrics related to communications initiatives for regular program evaluation, achievement of School, Clinic and institutional goals
Social Media Strategy and Management <ul style="list-style-type: none">• Establish a strategy for a meaningful social media presence using a variety of platforms (Twitter, Facebook, YouTube, etc.)• Maintain social media activity and proactively seek relevant content• Monitor, track and report through analytics the success and activity on social media platforms

Required Qualifications

Education <ul style="list-style-type: none">• Degree in English, communications, journalism, public relations or related field or equivalent education and experience
Experience <ul style="list-style-type: none">• A minimum of 3 years communication experience in a post-secondary health care environment• Experience working with communication teams from different stakeholder communities• Exceptional written and verbal communication skills• Experience with various social media platforms and adept with web content management tools and online analytics• Experience in writing and producing diverse publications and other communication deliverables (print and digital)• Experience interviewing subjects, consulting with experts, research and sourcing information with the ability to translate content into compelling communication pieces• Advanced experience with Microsoft Office products required• Experience working within disciplines in the humanities, social sciences, health sciences, and creative arts preferred• Experience building and maintaining a strategic social media engagement plan and daily execution• Experience using Adobe Creative Cloud, Drupal CMS, Google Analytics, and other digital tools such as Hootsuite
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Proven ability in managing multiple-source projects that require attention to detail and ability to work with many different people with competing priorities• Demonstrated understanding of best practices for writing for the web and outstanding copyediting and proofreading skills• Proven excellent writing, editing, and proofreading skills for content in a range of styles• Ability to engage professionally with diverse groups, including faculty members, staff, students, and patients• Creative and critical thinking, as well as problem-solving skills

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- Extensive interviewing and researching skills to facilitate the development of profiles, stories and press releases
- Demonstrated graphic and digital design skills for both online and print
- Demonstrated skills with DSLR photography including use of editing tools
- Strong time management skills and experience working with simultaneous or overlapping deadlines in a fast paced environment
- Proven collaborative as well as independent work habits, including initiative-taking

Nature and Scope

- **Contacts:** The incumbent will work closely with the Office of the Director, the Clinic Director and the Associate Director, Advancement. The incumbent will be required to work closely and collaboratively with Marketing and Strategic Communications and campus-wide marketing and communications colleagues to ensure consistency in institutional messaging and management of university image and reputation.
- **Level of Responsibility:** The job has specialized work with minimal supervision. The content and materials produced by the incumbent are distributed widely, and the incumbent is solely responsible for their accuracy. The position is expected to be forward looking, aware of trends and bring innovative and creative recommendations to the School and the Clinic.
- **Decision-Making Authority:** The incumbent is required to exercise superior judgment relying on expert knowledge and ability to make critical decisions quickly while supporting the Director in the delivery of communications and media relations initiatives that best support the School's strategic priorities and enhance its reputation. The individual must be able to quickly assess and interpret complex public relations issues and make recommendations to senior leadership to minimize risk and enhance the institution's reputation.
- **Physical and Sensory Demands:** The position requires a high level of attention to detail and ability to work in a multi-tasking manner. The position also requires physical or sensory effort associated with computer use that could result in moderate fatigue, strain or risk of injury.
- **Working Environment:** Regular working hours; some evening/weekend work will be required (e.g.; special events)