

## Job Description

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<b>Job Title:</b>	Communications and Research Coordinator
<b>Department:</b>	Interdisciplinary Centre on Climate Change (IC3)
<b>Reports To:</b>	Director, Interdisciplinary Centre on Climate Change
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	November 2018

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### **Primary Purpose**

The Communications and Research Coordinator is responsible for: (1) planning and implementation of communications plans to advance the profile and reputation of IC3 and its members, (2) support the development and implementation of multidisciplinary research projects and associated knowledge mobilization strategies, and (3) providing administrative support as necessary. This position is responsible for maintaining the IC3 website, building and maintaining its social media presence, creating a range of communications materials, supporting media relations, coordinating outreach events activities, as well as IC3 newsletters and annual report.

### **Key Accountabilities**

#### **Development and implementation of communications plan and strategies:**

- Work in collaboration with the Executive Director and Director to develop the IC3 communications plan (including print, digital and social media channels) that advance the IC3 strategic plan.
- Support the execution of IC3 communication and outreach activities, and provide strategic communications expertise across IC3 and its members.
- Create brochures, newsletters, educational and other specialized knowledge mobilization materials for stakeholders.
- Provide scientific support, coordinate, and promote outreach events, such as seminars, workshops, and conferences.
- Develop and monitor metrics for communication strategy evaluation.
- Prepare content for and manage development of IC3 annual report.
- As required, manage relationships with vendors related to communications, marketing and outreach activities.

#### **Website and social media management and content creation:**

- Develop website strategies and enhancements, create and manage content on IC3's website, applying industry best practice for the web and ensuring compliance with UW accessibility standards.
- Advance IC3's social media presence and inter-linkages with member social media accounts.
- Interview and work closely with IC3 membership, students and partners to identify news and develop stories about IC3 research and impact.
- Monitor and report on webpage and social media performance metrics (using Google Analytics and other analytics as available).
- Work with Faculties and University Communications and other appropriate units on web and social media content, as well as related media advisories and press releases.

#### **Support the development and implementation of research projects and programs:**

- Work with the Executive Director and Director to undertake research on strategic topics.

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- Assist the Director to develop research teams and proposals with IC3 members and IC3 led projects.
- Assist in tracking project budgets, schedules, and outcomes.
- Support researchers to identify knowledge users and develop project specific knowledge mobilization strategies (e.g., prepare stories on the implications of research results) and communications (e.g., op-eds, prepare press release).

### **Provide administration support to IC3:**

- Maintain up-to-date stakeholder mailing list.
- Take minutes of meetings and workshops.
- Coordinate administrative support for events, including meetings, workshops, and conferences.
- Other duties, as assigned.

*\*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 (Masters preferred) in communications, marketing, journalism, public relations, or equivalent communications work experience.
- Background in sustainability and climate change considered an asset.

### **Experience**

- 2-3 years of experience in a communications and research coordinator role with a proven track record of writing and project coordination.
- Experience with knowledge mobilization projects and strategies.
- Experience in design of marketing/promotional materials, and successful event planning
- Demonstrated experience interacting with diverse partners and/or senior administration within the University or other organizations.
- Proven experience using social media and networking platforms (e.g., Twitter, Facebook, LinkedIn)
- Demonstrated experience with Photoshop, InDesign, Illustrator, infographics programs, web design and programming.

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

- Strong knowledge of web applications, social media, and marketing, preferably in a university or research organization setting.
- Excellent interpersonal skills.
- Exceptional technical and creative writing skills.
- Strong verbal communication and ability to communicate effectively with colleagues, clients and diverse external stakeholders, including the media.
- Strong organizational skills to handle multiple tasks and deadlines.
- Demonstrated ability in web design and management.
- Proficiency in Microsoft Office, including PowerPoint, Excel and Word
- Existing knowledge about climate change and sustainability (or strong interest in learning) issues.
- Ability to work as part of a team as well as independently.
- Bilingualism is an asset.

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### **Nature and Scope**

- **Contacts:** *Internal:* There is substantial interaction with faculty, staff, and students campus-wide. Internally, communicates and works with a variety of contacts to advance IC3 strategic plan and objectives:
  - IC3 Executive Director and Director;
  - Staff of Intact Centre for Climate Adaptation and Polar Data Catalogue
  - IC3 Members
  - Faculty- and University-level Communications Offices
  - University of Waterloo service units (Creative Services, Food Services, etc.)*External:* There is also interaction externally with diverse organizations across Canada and internationally, including:
  - IC3 Advisory Committee
  - Staff at other Universities and Colleges (in particular other climate change research centres/institutes)
  - External partners in government, business, NGOs, community groups
  - MediaThe nature of interaction may include:
  - Exchanging and providing information
  - Collaborating on projects and communication activities
  - Responding to questions and inquiries
  - Presentations at meetings, conferences, and workshops
- **Level of Responsibility:** This position has defined specialized duties and responsibilities, and receives direct supervision and specific guidance from the Director. The successful candidate will work as part of a team to develop and manage programs to support the IC3 strategic plan. Will possess proven ability and experience of integrating marketing and communications strategies across print and digital platforms within a research organization. Will work horizontally across the University with communications colleagues from central communications, Faculty units, and creative services.
- **Decision-Making Authority:** Will have the authority to make decisions around communications strategies and content creation. The incumbent will make decisions around research tasks and coordination of meetings and events, subject to consultation with the Director.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment.
- **Working Environment:** Office-based. Occasional travel required to support meetings, workshops, and conferences, as required. Regular working hours, some evening work required to support events. There is frequent need to pay close attention to detail surrounding interactions with stakeholders, written materials, and web-based content. There are deadline pressures, while adhering to standards of thoroughness and accuracy. No significant physical or psychological risks.