

Job Description

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| Job Title: | Digital Content Development Specialist |
| Department: | Co-operative Education |
| Reports To: | Manager, Digital Experience |
| Jobs Reporting: | None |
| Salary Grade: | USG 9 |
| Effective Date: | February 2019 |

Primary Purpose

The Specialist, Content Development is responsible for creating written and visual material to support key initiatives in the Department of Co-operative Education (CE) and the Co-operative and Experiential Education (CEE) portfolio. Accountable for the accuracy, consistency, and strategy and appeal of content for all CE channels and audiences, while remaining consistent and complimentary with CEE's and the University's overall brand strategy on delivering work-integrated learning messaging.

As a key member of the CE communications and marketing team, this role requires superior copywriting, ghostwriting, proofreading, editing skills, and familiarity of Co-operative Education's brand and reputation within Waterloo.

Reporting to the Manager, Digital Experience, and in collaboration with colleagues across CE, colleagues in other departments within CEE and campus partners, the incumbent writes new and assesses and revises existing content that aligns with the overall goals and strategic initiatives set by CE to support the operations and relations with key stakeholders within CE.

Key Accountabilities

Responsible for the creation and quality control of multi-channel content

- Crafts new and revises existing content to meet the needs of CE/CEE's key audiences and stakeholders, to convey key employment messages to students and employers, key differentiators to partners and to align with the University/CEE strategic plan for Experiential Education for All through the appropriate communications and marketing channels (e.g., email, social, web, etc.).
- Works with colleagues, CEE departments and campus partners to ensure that content is accurate and engaging for all experiential education stakeholder audiences and that it aligns with CE/CEE goals, key initiatives and strategic plans.
- Working closely with the Director, Communications & Marketing, co-leads the project management of new content creation and strategic messaging.
- Supports CE communications and marketing team in managing photo and video assets for collaboration across the department, the CEE portfolio and campus partners.
- Optimizes content based on Search Engine Optimization (SEO), keyword research, and Google Analytics.

Collaborates, advises and consults

- Works closely with CE colleagues, Manager, Digital Experience and Director, Communications & Marketing to ensure content is shared and integrated across CE and campus channels.
- Contributes expertise to creative brainstorming and concept development sessions.
- Develops, writes, and project manages other communications, depending on CE/CEE strategic plans.

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- Represents CE/CEE at university-wide meetings, proactively providing expertise and insight with respect to strategic messaging and communications on behalf of the CE employers, student, partner and other stakeholder audiences.
- Proactively shares knowledge so that all CE team members can incorporate new information and techniques into their initiatives.
- Project manages third-party writers, photographers, videographers, etc. as needed.

Project management and business practices

- Keeps fully informed and knowledgeable about all aspects of employer, student, government, educator and host organization identity and branding, brand and reputation, and other issues related to the co-operative education program and work-integrated learning initiatives at the University.
- Maintains a clear understanding of generational characteristics and the needs of all audiences at different stages throughout the employment management funnel in order to enhance the content strategies for which they are responsible.
- Maintains awareness of current research, trends in co-operative education and work-integrated learning, management of digital communications, significant developments that impact experiential education opportunities and programming at the University.
- Has effective time management skills, a high tolerance for multi-tasking and last minute changes, strong analytical skills and a proven ability to focus on ways to improve processes and outcomes.

Other

- Participate in, support and represent CE employer and student outreach events (e.g. Career/Job Fairs, Fall and March Break Open Houses) and in the administration of specific CE department-wide responsibilities, including interview day services shifts and such other general and specific duties as may from time to time be determined.

**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

- University undergraduate degree, preferably with a specialization in communications, digital communications or media or a related-discipline with examples of a solid and diverse writing portfolio.

Experience

- 2-5 years of experience in a marketing and/or communications role
- Experience working with senior executives and diverse stakeholders is critical

Knowledge/Skills/Abilities

- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution
- Excellent written and verbal communications skills, with a solid knowledge of both English grammar and the specialized requirements associated with writing for the web and other digital media.
- Clear understanding of and experience in writing for a student, employer, and other key stakeholder audiences, including knowledge of the use of research to acquire an understanding of their styles and approaches.
- Clear understanding of CE/CEE's influencers (e.g., campus partners and leaders, government, associations) and of the most effective methods of communicating with those influencers.

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- Knowledge of new and emerging digital communications platforms and how they can be integrated across multiple marketing channels.
- Aptitude for translating technical language and conceptual frameworks into simple language or visual schematics to facilitate the understanding by colleagues, leaders, and other audiences.
- An eye for effective design, graphic balance, and the impact of storytelling, layout and messaging in communication and materials.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Intermediate to advanced use of the following tools:
 - Content Management Systems (Drupal)
 - Adobe Creative Suite
 - Google Analytics and SEO tools
 - Social Media (Facebook/Workplace, Twitter, etc.)

Nature and Scope

- **Contacts:** Internally, communicates with a wide range of departments and groups at all levels to deal with, influence, and motivate others in order to execute, integrate, and monitor a variety of communications strategies and to support the overall goals of CEE. Externally, the Digital Content Development Specialist exchanges information with the media, government, and employers, to answer queries, to provide information, to facilitate news interviews, to create materials, etc.
- **Level of Responsibility:** With a high level of professionalism and maturity in managing media and senior administrators, the Digital Content Development Specialist has the ability to judge an appropriate level of response and deliver messages for external and internal inquiries from students, employers, media, government and the general public. The Digital Content Development Specialist has excellent organizational and administrative capabilities, and excellent communication (written and spoken) and presentation skills. With a strong team work ethic, collaborative style and approachable and friendly manner, the Digital Content Development Specialist has the ability to problem-solve and diplomatically manage issues. The Digital Content Development Specialist has effective time management skills, a high tolerance for multi-tasking and last minute changes, strong analytical skills and a proven ability to focus on ways to improve processes and outcomes.
- **Decision-Making Authority:** In consultation with the Manager, Digital Experience and Director, Communications & Marketing, the Digital Content Development Specialist makes decisions about how to respond to inquiries for more information about CEE, and about when and how to get information to students/employers/employment relations/other key stakeholders.
- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This role involves minimal psychological risk from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. This role involves unusual hours or schedules such as attendance or participation in occasional evening events or for extended hours for issues management that arise suddenly, irregular and/or high volumes and multiple and/or tight deadlines beyond one's control that arise during peak activity times each term or for crisis communications or urgent media requests, and constant interruptions such as by phone or email.