

Job Description

Job Title:	Web & Digital Communications Specialist
Department:	Dean of Science Office
Reports To:	Web & E-Communications Officer, Faculty of Science
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	March 2021

Primary Purpose

In keeping with the Faculty of Science's strategic priority area of enhanced visibility, reputation and community, the Faculty of Science Communications Team's purpose is to develop effective communication strategies and to facilitate and support their implementation.

The Communications Specialist's role has primary responsibility for content development for distribution through Faculty digital channels (i.e., web, social media, digital communication platforms) and provision of digital communications support for departments, selected events and special initiatives.

Key Accountabilities

Content production for faculty websites and digital communication platforms

- Produce content for faculty websites and other digital platforms (e.g., Science-owned digital signage, YouTube) consistent with the strategic priorities, and objectives of the Faculty of Science.
- Meet with stakeholders in departments and Dean of Science Office to gather information, ideas and material for digital and social campaigns and platforms.
- Write and develop multi-media web and online content. Utilize photography and videography to support content development as required.
- Provide ongoing quality control and analysis of faculty web properties to identify gaps in content, brand voice and user experience.
- Update and maintain web content specific for online audiences with information acquired through on-going collaboration with stakeholders.
- Provide editorial support for content used in departmental and research websites, as required.

Create, plan and execute social media content

- Lead communication delivered through Faculty social media channels including Facebook, Twitter, Instagram, YouTube and other platforms.
- Coordinate social media content and timetable for postings among various internal stakeholders. Maintain awareness of departmental and school activity in this area and work to build overall impact for the Faculty of Science.
- Conduct social listening, monitoring and triaging of communications within social channels.
- Ensure consistency in brand voice and experiential focus in content across social channels.
- Maintain a strong understanding of current trends and best practices for communicating with various audiences through social channels.

Web and digital initiatives support

- Collaborate on the development and implementation of web and digital communications strategy and plans.

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- Support quality control of digital assets, including websites. Identify inconsistencies in compliance with AODA standards, institutional brand, and user experience across all science web properties.
- Utilize and report on metrics and available analytics to create, inform, and develop targeted messaging to increase Faculty of Science awareness, successes, and reputation on social platforms.
- Regularly share digital initiatives metrics with Science administration, Faculty of Science stakeholders, and Departmental/School communications colleagues to inform decision-making.

Event and special initiatives support

- Participate in Science Communications Group to garner awareness of activity and communication needs of Undergraduate Studies and Recruitment, Graduate Studies, Research, Advancement, Entrepreneurship and Outreach.
- Provide or facilitate activities such as social media livestreaming and e-communications for various events and special initiatives as required.
- Provide guidance on digital communication strategies that are event or initiative specific.
- Promote and support communication of events and initiatives through digital channels.

**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 degree in science with significant communications experience or a degree in communications with a demonstrated level of science literacy.

Experience

- Experience in a communications role, ideally in a post-secondary educational setting.
- Excellent, interpersonal, communication (oral/written), marketing, analytical and creative design skills.
- A minimum of two to three years of experience writing and developing content for various forms of digital communication (i.e., web, social media).
- Experience writing and curating content for a variety of audiences
- Proven ability to take initiative, work independently to manage multiple projects and meet deadlines and as part of a team in a complex and dynamic environment.
- Experience in web/WCMS, social media, digital content creation, and digital/social advertising.
- Experience and knowledge of accessibility requirements (AODA).

Knowledge/Skills/Abilities

- Intermediate: MS Office suite of products (Word, Excel, PowerPoint) or Mac equivalents
- Intermediate: web content management system (WCMS – Drupal)
- Intermediate: social media platforms and tools (Facebook, Twitter, Instagram)
- Intermediate: web-based project management platforms (AirTable)
- Intermediate: Adobe Creative Suite (Final Cut Pro, InDesign, Illustrator, Photoshop, Acrobat)
- Intermediate: Digital photography and videography
- Strong communication skills – oral and written
- Strong organizational skills
- Effective time management skills
- Effective relationship-builder/collaborator

Nature and Scope

- **Contacts:** Internally, contact with staff and faculty in the Faculty and across campus. Externally, minimal interaction with partners, vendors, and the public (i.e., at events).
- **Level of Responsibility:** Supports a Faculty-level function that serves an external audience and provides additional context for internal audiences. Requires awareness, at times, of sensitive/confidential information prior to release for publication (i.e., embargoed publications). Responsible for independently developing and writing communications content with technical and scientific content yet engages internal and external audiences where the membership includes those without scientific background or training.
- **Decision-Making Authority:** With manager support, makes decisions related to communications content and suitability of material for specific communications purposes. Similarly, makes decisions with respect to timelines to meet established objectives.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the University's normal operating hours may occur from time to time.