

## Job Description



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<b>Job Title:</b>	Social Media Specialist
<b>Department:</b>	Faculty of Health, Dean's Office
<b>Reports To:</b>	Senior Manager, Marketing and Communications
<b>Jobs Reporting:</b>	NA
<b>Salary Grade:</b>	USG 7
<b>Effective Date:</b>	March 2021

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### **Primary Purpose**

The Social Media Specialist will report to the Senior Manager, Marketing and Communications and be responsible for the day-to-day management and coordination of all Faculty-level social media accounts. They will help create and distribute content optimized for our social media platforms and support the work of the marketing and communications team in the planning, development, execution and evaluation of the Faculty's social media content and strategies to enhance our public reach, community engagement and reputation. The Social Media Specialist also provides guidance to the Faculty's academic units for leveraging their social media initiatives.

### **Key Accountabilities**

#### **Planning, Communication and Content Creation**

- Plan, develop, coordinate, deliver and evaluate content for social media platforms.
- Manage all Faculty-level social media properties – Facebook, Twitter, Instagram, YouTube, LinkedIn and others as required.
- Write, edit, manage and schedule social media related content in partnership with the Faculty's undergraduate, graduate, alumni/advancement, communications and academic unit staff.
- Create visual assets (e.g. Photography, video) for social media.
- Develop and manage the AHS social media content calendar and work in collaboration with internal and external partners to ensure content reflects and supports our Faculty and key initiatives/campaigns.
- Develop and manage campaigns in collaboration with other Faculty communicators.
- Conduct environmental scans and competitive analyses.
- Manage and contribute to a library of shared content.

#### **Collaboration and Outreach**

- Work closely with all units to enable them to promote, protect and enhance their reputation on social media platforms.
- Attend key events and generate content (live coverage, photos, videos, etc.) to engage the AHS community (including alumni and prospective students) in meaningful and impactful ways.
- Network with University colleagues involved with social media to share best practices and content, as applicable.
- Support and educate colleagues managing social media accounts which includes account management (e.g. creation, access and termination of accounts).
- Provide training and support to academic units to improve their effective use of social media channels.

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### **Social Media Monitoring**

- Using technology, monitor online communities, student blogs and other social media platforms to identify content that may need to be addressed due to reputational risk, as well as identifying emerging trends.
- Ensure responsiveness on platforms as questions/comments arise.
- Track and measure campaigns impact, present findings and make recommendations to various clients/stakeholders.

### **Quality Control**

- Ensure excellence and consistency in social media communications
- Provide reports with data to demonstrate reach and impact of social media initiatives
- Remain current on issues, trends, technologies, demands and approaches in digital marketing to determine and advise on implementing new initiatives as applicable
- Develop and align social media strategies with University and legislated standards, guidelines and policies.
- Ensure the University of Waterloo branding standards are maintained and that messaging and style guidelines are consistent in all social media communications

### **Other**

- Writes and produces original content to support Faculty priorities and deliverables in alignment with the Faculty communications plan.

*\*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 or equivalent education and experience preferably in communications, marketing, media studies, advertising, business

### **Experience**

- 3+ years of social media management experience
- Project management experience
- Skilled designer experienced with creative design software, videography/editing, photography and digital content creation.
- Skilled writer and editor

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

- In-depth knowledge and understanding of online communities and social media platforms
- Knowledge of the Faculty of Health and the University of Waterloo as a whole, as well as understanding the unique community that is UWaterloo, is an asset
- Ability to effectively communicate information and ideas in written and verbal format; and build and maintain internal and external relationships
- A tactical, self-starter that can work under minimal supervision and navigate multiple relationships and audiences
- Skilled in managing programs and projects to meet milestones and deliverable objectives
- Familiarity with social media management platforms would be considered an asset
- Keen sense of responsive client service
- Strong analytical and problem-solving skills

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| <ul style="list-style-type: none"><li>• Strong organizational skills and ability to handle multiple tasks and meet deadlines</li></ul> |
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### **Nature and Scope**

- **Contacts:** Internally, communicates with academic units within AHS, Dean's communication staff as well as centrally with Marketing and Strategic Initiatives staff. Externally, provides written information for a variety of audiences (e.g. students, alumni); and project management with third-party vendors.
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the Faculty and University. Ability to take initiative where minimal direction is provided. Proactive in contributing ideas and solutions to the team.
- **Decision-Making Authority:** The incumbent will use sound judgement and discretion in making content decisions (often under tight time pressure) on behalf of the Faculty.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating in an office environment.
- **Working Environment:** Office-based work environment. Some evening /weekend work required.