

Job Description

Job Title:	Integrated Communications Specialist
Department:	Centre for Education in Mathematics and Computing (CEMC)
Reports To:	Administrative Officer
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	September 2022

Primary Purpose

The Centre for Education in Mathematics & Computing (CEMC) is Canada's largest and most recognized outreach organization for promoting and creating activities and materials in mathematics and computer science and is housed within the Faculty of Mathematics at the University of Waterloo. Our mission is to increase interest, enjoyment, confidence, and ability in mathematics and computer science among learners and educators in Canada and internationally. We do that through a commitment to our core values: future readiness, access, community and impact. As such, the CEMC is the first point of contact at Waterloo for a significant percentage of our future undergraduate and graduate students and their parents. Through outreach activities, the CEMC has perhaps the largest set of external points of contact amongst any unit on campus.

The Integrated Communications Specialist reports to the Administrative Officer and is responsible for identifying, planning and delivering CEMC communications content, used across multiple channels to advance the CEMC's image, profile and reputation as a world-class leader in Mathematics and Computing education to local, national and global audiences. Executing the creation of editorial content for channels from a large group of internal sources, the incumbent must be a highly skilled writer, with superior understanding of both traditional and new communication technologies, providing guidance to senior leaders, faculty and staff on content creation and management ensuring consistency, accuracy and excellence in quality and content of messaging in all materials.

Key Accountabilities

Communications Creation and Implementation

- In collaboration with senior leadership, creates a long-term communications strategy for the CEMC to support strategic objectives and integrated communication needs.
- Leads and executes the implementation of publications projects, including guiding internal stakeholders in all stages of development and working with members of the various project teams - such as faculty outreach committee leads and staff teams.
- Develops budgets and timelines for projects, and ensures that work is done on time and within budget.
- Represents the CEMC's voice and position in communication material and facilitates conversations that enhance the CEMC's reputation and are of value to key local, national and international audiences and stakeholders.
- Creates a calendar of activities for multimedia content updates for the CEMC's website, social media channels and a suite of print and digital collateral.
- Makes recommendations on innovative approaches to disseminate content using emerging technologies that look to the future of strategic communication.
- Evaluates and performs critical assessments of content.

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- Scans the environment for key information and messages to inform the development of communications strategies.
- Ensures consistency, accuracy, brevity and excellence in quality and content of messaging in all materials.
- Ensures efficiency in the creation and modification of content.
- Expertly prioritizes tasks to meet internal and stakeholder needs and timelines.

Digital (social media, web, digital)

- Conducts and secures research to identify business needs and user needs to meet the CEMC's strategic marketing and communications objectives via web, digital and social channels (i.e. improve find-ability, search engine optimization SEO relevance/stickiness).
- Writes and edits multi-media web and online content in alignment with digital-content-writing best practices and web accessibility legislative requirements, and provides editorial support for web content as required.
- Monitors and reports on metrics for web, digital initiatives and identifies and tracks related internationally respected measures.
- Provides guidance and supports the content creation and maintenance of all digital and content marketing and communications to the CEMC, campus-wide colleagues and senior leadership.
- Strategically and systematically evaluates emerging and longer-term opportunities in digital communications.
- Manages, in collaboration with senior leadership, major digital communications initiatives undertaken for the CEMC, including content audits and reviews, and project support.
- Assumes project lead responsibilities for web, online and social media content development and maintenance (including people, tools, time and budget)
- Analyzes supplied project copy to develop appropriate information hierarchies.
- Designs projects in accordance with the CEMC graphic standards and overall marketing strategy, maintaining consistent design direction.
- Provides social media support, content design and training for colleagues in support of events/activities.
- Identifies and develops targeted and creative approaches for the integration of print, digital and video strategies.
- Remains current on issues, trends, technologies, demands and approaches in digital marketing communications.
- Proactively explores and suggests creative ways to tell our story and expand our audience reach and engagement.

Research, writing and editing

- Writes media releases, web stories, news stories.
- In collaboration with the Outreach Events Specialist, supports the integration and leveraging of content across a range of channels as a means to support the CEMC's marketing communications strategy.
- Ensures consistency, accuracy and excellence in quality and content of messaging in all written pieces.
- Provides copy writing and editing services to members of the CEMC as required.
- Researches, writes and edits compelling copy for marketing collateral that supports strategic initiatives. When appropriate, works with designers and external vendors to create visually appealing products within budget.

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- Acts as an editorial resource by assisting with researching, writing, editing and designing strategic publications and communications including annual reports, backgrounders, and brochures.
- Contributes expertise in typography and project layout, formatting, text editing and proof reading to achieve consistent high-quality print and web materials.

Messaging and Brand

- Maintains an exceptional understanding of CEMC's visual identity.
- Ensures messaging and brand & style guidelines are consistent in all marketing and communication materials.
- Manages development and implementation of brand guidelines, applications, templates, tools, website, education and training etc. in collaboration with various working groups, individuals, agencies, UR and Marketing and Undergraduate Recruitment (MUR) colleagues, other partners, etc.
- Works in support of the Director, Associate Director and Administrative Officer, CEMC to enhance the profile, image and reputation of the CEMC in the media and general public.
- Plans, implements, monitors and evaluates ongoing cross-channel internal and external marketing and brand activities across owned, shared and paid media (e.g., websites, social media, print and digital advertising, publications, email/direct marketing).

Education, Outreach and Special Events

- Remains up-to-date and knowledgeable about CEMC activities in order to make informed statements about activities, and to optimize stakeholder participation in communications initiatives.
- Provides social media or event support for key educational events including school visits, contest marking, student workshops and teacher conferences to compose notes capturing key messages, take photographs and video and network with attendees to provide content for stories.
- Develops multi-stakeholder communications plans to support significant content or events.
- Develops positive relationships within CEMC and with its stakeholders, both internal and external, and identify opportunities for collaboration and consultation with faculties, colleges and departments.
- Supports faculty members in creation of meaningful and concise biographies that are available on the website and distributed to global stakeholders prior to events and speaking engagements.

Alumni Engagement

- Works with Faculty Advancement to develop messaging for CEMC leadership at speaking engagements, in keeping with and relying on a knowledge of advancement goals and priorities.
- Collaborates with Advancement to develop a social media strategy, and develops and executes compelling social media plans and creative content that promotes Advancement initiatives and inspires alumni and donor engagement.
- Collaborates with Director, CEMC and Faculty Advancement team to write copy for prospective donors to distribute at CEMC/Advancement events.
- Generates digital and print stories based on data derived from donor reports to highlight CEMC activities and achievements as well as to generate new donor interest.

Relationship Building and Collaboration

- Regularly reviews and contributes to communications and events calendars for planning purposes.
- Uses communications area expertise to provide advice on strategic and integrated communication plans to develop audience-specific content that will best resonate with audiences and maximize results.

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- Works collaboratively with CEMC faculty and staff as well as external partners to strategically support the goals of the CEMC.
- Develops and builds relationships within the Faculty of Mathematics Communications team, and the wider university in support of CEMC objectives.
- Autonomously develops ongoing expertise and stays current in a changing media and social media landscape.
- Provides creative direction to Creative Services or third-party vendors on writing, design, photography and videography.
- Coordinates and art-directs photography and video development, as needed, working collaboratively with colleagues who may lead these projects.
- Participates in University round-table committees/working groups, such as Advancement communications, central communications/media relations, and the Dean of Mathematics Office communications, as needed.
- Consults with stakeholders, advising on and developing appropriate visual concepts for graphic and web design projects.

**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 marketing or strategic communications or equivalent combination of education and experience. English, Journalism or Advertising degree preferred.

Experience

- 5 years of extensive experience as a writer in journalism or media environment
- Minimum of 3-5 years of experience in a relevant marketing communications role, preferably with experience in the university sector
- Public relations experience is a strong asset
- Extensive experience in news and media researching skills
- Exceptional written and verbal communications skills; excellent editing skills
- Experience in writing effectively, authentically, and in a manner consistent with the quality and standard expected of university-level communication and aligned with brand strategies
- Extensive experience using social media and new media tools, social networking sites, video sharing sites, blogs and Wiki
- Extensive experience using web-based user interfaces to manage and maintain web content (e.g., web content management system, social media accounts).
- Actively engaged in social media

Knowledge/Skills/Abilities

- Possess strong interpersonal skills, passionate about communications and high-quality work, and deliver creative and consistent work in demanding environment with multiple stakeholders, projects and deadlines
- Resilient, able to excel in fast-paced environment with shifting priorities, ambiguity and public scrutiny

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- Critical thinking and analytical skills to enable assessment of issues of concern to stakeholders including among others the media, the public, recruiters, academics, funders, students, parents, and teachers
- Demonstrated success in producing effective print publications
- Possess strong ability to efficiently edit content to meet tight timelines and milestones
- Excellent prioritization skills to independently determine critical needs with lower priority workload
- Sound knowledge of design and print production process as asset
- Extensive experience using Word, Excel, PowerPoint, Adobe Creative Suite and web-based user interfaces to manage and maintain web content (e.g., web content management systems)
- Demonstrated understanding of best practices in information architecture, navigation, user interface, usability, accessibility standards and testing
- Strong knowledge of social media trends, analytics and current/emerging technology
- Experience working with alumni/donors or membership-based audiences preferred; University advancement experience considered a strong asset
- Excellent presentation skills
- Demonstrated creative campaign development
- Experience positioning and branding
- Experience measuring and evaluating campaigns and communication channels
- Strong photography skills considered an asset
- Understands privacy regulations with respect to the University sector

Nature and Scope

- **Contacts:** Internal: Interacts with colleagues at all levels across the CEMC, Dean of Mathematics Office, Undergraduate and International Recruitment, Creative Services and Advancement. Must maintain productive internal working relationships with primary internal groups including the Director, faculty and staff. External: The incumbent will interact with vendors, donors and stakeholders such as students, parents, teachers through various digital media platforms.
- **Level of Responsibility:** This position performs specialized work with minimal supervision and has the ability to take initiative where minimal direction is provided. Proactive in contributing ideas and solutions.
- **Decision-Making Authority:** Responsible for meeting critical project milestones and deadlines. Continually makes decisions about the most effective methods to operationalize communications strategies and plans, personal interactions and collaboration, workflow, consultation, organizing resources and other writing/edit accountabilities; determines the optimum course of action to solve problems and exert a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal physical demands typical of a position operating within an office environment. This position requires regular mental and visual concentration while working on the computer, writing and reviewing documents for details and accuracy. Visual strain may result from these activities.
- **Working Environment:** Typical of a communications role in an office environment with extended periods of computer use. Work outside the normal operating hours of the institution is occasionally required. Obtaining a clear Vulnerable Sector police check is a condition of ongoing employment.