

Job Description



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| Job Title: | Digital Communication Specialist |
| Department: | Dean of Arts Office, Faculty of Arts |
| Reports To: | Communication Officer |
| Jobs Reporting: | None |
| Salary Grade: | USG 8 |
| Effective Date: | July 2022 |

Primary Purpose

The Faculty of Arts is one of the University of Waterloo's largest faculties by population and range of research areas and programs. The Arts communication team has the challenge and opportunity to promote the Faculty's unique identity and social impact as a centre of excellence in humanities, social sciences and creative arts within a university well known for STEM fields. Promoting Arts' identity and strategic priorities requires consistent sourcing and creation of high-impact, representative and meaningful content (including stories, news, information, events) that is publicized via strategic use of ever-evolving and growing digital channels and tools. The Digital Communication Specialist is responsible for the creation and maintenance of engaging and accessible web and social media content, with direction and guidance from the team's senior members. The incumbent also provides digital communication support to Arts Advancement, Research, and Dean's offices, as well as Arts departments and units. In addition to maintaining digital content, the incumbent creates content, including video, photography, and written pieces. Furthermore, they track web and social media analytics to inform strategy. Finally, the incumbent is responsible for coordination and logistics for occasional Faculty-level events. Throughout their work, the incumbent both models and promotes communication best practices, including accessibility and inclusivity, throughout Arts and across the University.

Key Accountabilities

Web content management and quality assurance

- Maintain and support websites and web content strategies on the Faculty website and departmental/unit websites as-needed, with special attention to accessibility standards, user experience, Waterloo brand and style best practices.
- Support WCMS 3 (and future) migrations, including preparation, migration and helping stakeholders adopt and succeed in the new system.
- Coordinates publishing new content and updating existing content as needed, including events, news, and announcements on the Faculty website and department websites.
- Review and audit Arts websites for broken links, accessibility compliance and other quality assurance.
- Provide web support, training, guidance and resources to departmental web representatives, including trouble shooting and escalating problems.
- Provide web support and strategy recommendations to Arts Advancement office, Arts Research and Graduate Studies office, and the Dean of Arts Office.
- Support development of new websites or website overhauls in the WCMS, including content strategy recommendations and solutions.

Social media planning, content creation, and management

- Plan, develop, coordinate, deliver and evaluate content for social media platforms.

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| <ul style="list-style-type: none">• Manage Faculty-level social media platforms and properties, including collaborating on a comprehensive social media strategy and developing campaigns with other Faculty communicators and stakeholders.• Create, edit, and schedule social media related content in partnership with the Faculty's undergraduate, graduate, alumni/advancement, and research teams.• Develop visual assets (e.g. photography, video) for social media.• Develop and manage the Arts social media content calendar and work in collaboration with partners to ensure content reflects and supports our Faculty and key initiatives/campaigns.• Support and educate colleagues managing social media.• Employ a listening strategy to source leads for content, identify emerging issues, and engage with the Arts community and beyond. |
| Digital Media Content Creation <ul style="list-style-type: none">• Design and create content for social media, web and digital screens, including copywriting and design.• Ensure excellence and consistency in social media and digital communications, including voice, branding, accessibility and user experience best practices.• Manage and contribute to a library of shared content, include photos and templates. |
| Analytics and Reporting <ul style="list-style-type: none">• Monitor, maintain and improve social media and website analytics dashboards to inform strategy and identify opportunities for continuous improvement.• Create analytics reports as needed for Arts stakeholders (e.g. for department newsletters and campaigns).• Conduct environmental scans and competitive analyses to inform improvements and strategy. |
| Event coordination <ul style="list-style-type: none">• Manage planning and practical aspects of Arts events including booking space, audio-visual services; registrations; preparation for speaker; gathering supplies.• Collaborates in preparing speaker notes and event scenario documents; create slides as needed.• Attend event as logistics manager.• Post-event video editing and caption correction. |

**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

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| Education <ul style="list-style-type: none">• Post-secondary degree in marketing and digital communications, online journalism, public relations, corporate communications or equivalent and/or relevant combination of education and experience. |
| Experience <ul style="list-style-type: none">• 3+ years professional experience in creating and editing content for the web and social media.• 3+ years of social media and website management experience.• Skilled designer experienced with creative design software, videography/editing, photography and digital content creation.• Event planning and coordination.• Project management and campaign planning an asset. |
| Knowledge/Skills/Abilities |

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- Strong written communication skills with the ability to effectively communicate ideas, including developing stories, social media posts, and website content.
- Experience with website management within the Waterloo Content Management System or a similar CMS (e.g. Drupal, WordPress)
- In-depth knowledge and understanding of online communities and social media platforms, preferably in higher education.
- Familiar with social media management platforms (e.g. Hootsuite, Emplifi) would be considered an asset.
- Proven understanding of and commitment to user experience and accessibility requirements (Accessibility for Ontarians with Disabilities Act - AODA) requirements for web and social media.
- Understanding of and commitment to equity, diversity, inclusion and anti-racism in communication.
- Familiarity with audience groups including undergraduate students, graduate students, alumni, faculty, staff and external partners/stakeholders such as research funders and donors.
- Event logistics and organizational skills.
- Strong analytical and problem-solving skills.
- Proven interpersonal skills and responsive client service, including building and maintaining relationships with stakeholders and digital communications colleagues.
- Strong leadership skills, a commitment to collaboration and teamwork, and a consultative approach.
- Strong organizational skills to balance multiple projects with urgent requests, sometimes under tight deadlines.

Nature and Scope

- **Contacts:** The incumbent works in close collaboration with the Arts Communication Officer, who is responsible for digital communications strategy, and with the Arts Communication Manager who is responsible for overall Arts communication strategy and implementation. They maintain productive working relationships with the Arts Advancement team, Arts Research and Graduate Studies office, Arts Undergraduate Office colleagues, departmental units within Arts, and relevant administrative units across campus, such as University Relations, Co-op, and Advancement. Work is conducted in a collaborative environment with multi-dimensional points of view, requiring sound judgment and consultative skills. The incumbent provides client service with professionalism and diplomacy when dealing with faculty, staff and senior leadership within the Faculty and University.
- **Level of Responsibility:** The incumbent must be able to make informed decisions with political acuity and be cognizant of broader accountability in a role representative of the Faculty of Arts and University. They can take initiative where minimal direction is provided and are 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 and they recognize when an issue needs escalation to senior colleagues.
- **Physical and Sensory Demands:** Role requires a high level of attention to detail and ability to work in multi-tasking manner. The role also requires physical or sensory effort associated with computer use that could result in moderate fatigue or strain.
- **Working Environment:** Primarily office-based work environment with occasional location-specific work (such as events) and evening/weekend work.