

Job Description



Job Title:	Specialist (Video), Integrated Communications
Department:	University Communications
Reports To:	Senior Manager, Integrated Communications
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	December 2022

Primary Purpose

The Specialist, Integrated Communications will be part of a fast-paced team of integrated communications professionals. They will play a key role in the development of multimedia content for the University's websites and a suite of central institutional print and digital collateral used to advance the University of Waterloo's reputation.

The Specialist develops communications to advance the University's image, profile and reputation with local, national and global audiences. The Specialist is responsible for the implementation of day-to-day editorial plans and content strategy for the Integrated Communications team to advance Waterloo's image, profile, and reputation.

This Specialist will shoot and edit a variety of video materials in support of the whole University Relations team while maintaining high standards in line with the University's brand.

The Specialist supports the Integrated Communications leadership in story development and content planning. The incumbent must be a highly skilled writer, with superior understanding of both traditional and new communication technologies, and a strategic thinker with deep experience. The Specialist will execute activities associated with a strategic and integrated communications plan and provide communications support to various team members within University Relations (UR).

Key Accountabilities

Implement communications plans

- Create multimedia content for the University's websites, social media channels and a suite of central institutional print and digital collateral used to advance the University of Waterloo's reputation.
- Lead, shoot and edit a variety of video projects in support of University Communications working with multiple stakeholders and at the direction of the Senior Manager, Integrated Communications.
- Conducts research and interviews to write, edit and fact-check compelling stories that support strategic initiatives.
- Collaborates with colleagues in University Relations to ensure communication plans are known and tactics are activated on time.
- Make recommendations on innovative approaches to disseminate content using emerging technologies.
- Ensure consistency, accuracy and excellence in quality and content of messaging in all materials.
- Ensure that Waterloo's visual identity, messaging and style guidelines are consistent in all institutional marketing and communication materials produced by University Relations.
- Maintain website content on a variety of web properties.

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- Write, build, edit and/or approve email campaigns that align with best practices.
- Maintain an editorial calendar by ensuring dates, creative and story assets are populated.
- Attend events to compose notes capturing key messages, take photographs and video and network with attendees to provide content for University communications channels.
- Ensure video compliance under the Accessibility for Ontarians with Disabilities Act.
- Create and manage visual assets to support posts for stories, campaigns and events.

Insights and understanding

- Evaluate data and metrics to optimize content creation and distribution across all channels. Use data and metrics to improve the effectiveness of online content. Ensures that appropriate metrics are defined, monitored, reported, analyzed, refined, and examined for communication activities as a basis for strategy development.
- Advises the Senior Manager, Integrated Communications, and other University Relations team members on new or evolving communication trends to achieve University Relations' objectives.
- Stays current with video editing software and video equipment to make recommendations on innovative approaches for video production.
- Compiles weekly digital story key performance indicators (KPIs) to inform Integrated Communications leadership team planning.
- Reviews University newsletters, research and programs to identify possible story ideas.
- Conduct environmental scans to identify new approaches and assess new technologies to deliver video and content in new and innovative ways.

Influence and impact

- Support University Communications intake process and manage stakeholder relationships.
- Review and report on effectiveness and impact of content.
- Provide weekly updates to Integrated Communications team on stories in research and development.
- Create and maintain tools (e.g., copy decks/content templates; sample content; glossary of terms) to support content creators.
- Engage campus stakeholders to ensure the editorial calendar includes significant events.
- Provide day-to-day communication support, resources and guidance to colleagues across campus, as required.
- Provides the Senior Manager, Integrated Communications with information and data related to status and progress of projects.

Other

- Perform other duties of a comparable level/type as assigned. Participate in the administration of specific department-wide responsibilities and 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

- Degree in communications, journalism, public relations or related field, or comparable experience.

Experience

- At least four years of experience in a communications, marketing or journalism environment.

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- Experience using web-based user interfaces to manage and maintain web content (e.g., web content management system, social media accounts).
- Proven experience in managing multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities.
- Experience interviewing and researching skills.
- Experience and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.
- Skilled videography experience with knowledge of filming and editing software. Strong photography skills and videography skills.

Knowledge/Skills/Abilities

- Exceptional written and verbal communication skills; excellent editing skills.
- Superior copywriting, proofreading, editing and interviewing skills.
- Proven ability in managing multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities
- The role covers a broad set of responsibilities requiring expertise in strategic storytelling, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development and execution.
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- 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.
- Flexibility to adapt to unexpected and time sensitive demands.
- Video production skills including concept creation, script writing, storyboarding, shooting, direction, animation, editing, and mastering final project.
- Knowledgeable about usability and accessibility for video production and video distribution.
- Understanding of various production styles (documentary, hype/teaser, cinematic, motion graphic, etc.).
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- Experience in professional video camera operation, lighting, and audio recording. Experience using Adobe Premiere, After Effects, and Adobe Creative Suite.

Nature and Scope

- **Contacts:**

Interacts with colleagues at all levels across the University to develop trust, rapport and promote collaboration.

Demonstrates integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University communications agenda.

- **Level of Responsibility:**

Requires an understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful communications in support of senior leaders and the University.

Engage in communications of highest quality, which reflect and directly impact the reputation of the University in local, national, and international spheres.

The incumbent must be a communications professional with experience in producing diverse publications and other communication deliverables (print, web, and digital) with simultaneous or overlapping deadlines, in a fast-paced environment.

The incumbent must have considerable grasp of current communication best practices and is expected to identify new opportunities for effectively reaching Waterloo's many target audiences through new communication vehicles and channels.

Accountable for the safe handling of equipment that can be of a high monetary value and/or significance.

- **Decision-Making Authority:**
Responsible for meeting critical project milestones and deadlines. The individual will be responsible for making decisions about content and publication.
- **Physical and Sensory Demands:**
Minimal 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. Listening concentration is often required to respond to requests for information. The incumbent must be able to lift and/or transport equipment that can weigh up to 18 kilograms. Minimal demands typical of a position operating within an office environment and at project locations.
- **Working Environment:**
Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management level responsibilities. Responsiveness is critical to the role. Intermittent work outside the normal operating hours of the University can be expected. Exposure to seasonal weather may be required.