

## Job Description

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<b>Job Title:</b>	Digital Media Coordinator
<b>Department:</b>	School of Accounting and Finance
<b>Reports To:</b>	Administrative Officer
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 6
<b>Effective Date:</b>	May 2022

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### **Primary Purpose**

The Digital Media Coordinator provides creative design, web content management and photo/video production support for the School of Accounting and Finance (SAF). This position will coordinate the planning, design and production of high-quality, cutting-edge digital marketing and communication materials in support of the SAF's integrated marketing and communications plan. This role will act as a brand ambassador for the School and will collaborate and guide the design of photography and videography marketing materials for web development, to enhance SAF's reputation and stakeholder engagement and to ensure adherence to Waterloo's and SAF's visual and brand identity.

### **Key Accountabilities**

#### **Digital Media**

- Collaborates with the Marketing & Communications team to develop photo and video concepts for online platforms and web that support the plans and priorities of SAF
- Works directly with the Communications and Media Specialist to develop visual content to support social media, website and online presence
- Coordinates a photography and videography plan (once per term) to ensure high quality visual assets that can be used in campaigns and adhere to UW and SAF brand standards
- Implement standards for measuring the success of digital media assets, prepare analytics reports and make recommendations for improvements
- Develop, implement, and manage digital media plans for SAF's external facing digital monitors
- Remains up to date with design and online technologies to ensure SAF is equipped to capitalize on the latest trends and tools
- Provides additional graphic design support to the Marketing & Communications team to ensure projects are visually appealing to support project goals and objectives
- As one of the School's brand ambassadors, this role will be responsible for updating and maintaining SAF's brand resources and tools, both physically and online
- Maintain multimedia storage and archiving of all digital media assets
- Make recommendations for upgrading, maintaining and purchasing photography and videography equipment

## Job Description



### **Web Content**

- Coordinates all content updates of web pages including the planning, creation, and implementation of content design and navigation, while prioritizing user experience and adhering to SAF's web standards and brand guidelines
- Improve search engine optimization, including optimizing copy and landing pages and recommending changes to website linking and other factors to improve SEO and UX/UI
- Implement standards for measuring the success of web content, prepare analytics reports and make recommendations for improvements
- Provides functional support to SAF to ensure that all web sites are effective, innovative, attractive, user-friendly, and appropriate for their respective audiences.

### **Promotional Support**

- Takes an integrated and collaborative approach to assist in the development of marketing and communication strategies for all areas of SAF
- Ensures that all digital marketing support materials for SAF, including special events are produced and delivered in a timely manner
- Works with the Marketing & Communications team as well as area teams and partners, to support the execution of marketing strategies

### **Collaboration**

- Interacts regularly with all SAF staff and supports cross-promotion of products and services wherever possible
- Establishes and maintains strong partnerships and relationships with campus partners and stakeholders that help SAF achieve its goals, while ensuring that SAF is represented professionally

*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**

- Post-secondary degree or professional qualification or equivalent combination of education and experience in digital media marketing or related area.

### **Experience**

- 2+ years experience coordinating design projects
- Proven ability in, experience with, and strong working knowledge of and ability to apply effective design principles
- Ability to identify emerging design trends, and how they can be integrated with print and digital visual communication campaigns
- Experience in web, interactive, digital advertising and/or digital communications design and technology
- Experience in conceptualizing and storyboarding engaging and educational video content (videography and editing skills are an asset)
- Experience in retail and/or post-secondary settings will be considered an asset

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

- Knowledgeable about UI/UX design, information architecture, and search engine optimization
  - Knowledgeable about accessibility requirements (AODA legislation)
  - Ability to articulate the creative and technical rationale for a design choices
  - Ability to problem solve, with a high level attention to detail and manage multiple projects
  - Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
  - Excellent communication and time management skills
  - Comfortable working within an enterprise Content Management System, email marketing and distribution platforms
  - Intermediate knowledge of CSS, HTML, HTML5
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- **Intermediate to advanced use of current digital management tools including:**
    - Google Analytics Solutions
    - SEO tools (Moz)
    - Social Media (i.e. Instagram, Facebook, Twitter, Snapchat) // Socialbakers Enterprise
    - Adobe Creative Suite (i.e. Illustrator, PhotoShop, InDesign, PremierPro, Illustrator)
    - Video Editing Software (i.e. Camtasia // Adobe Premiere // iMovie // AfterEffects)
    - Project Management Software (i.e. Smartsheet // Asana)
    - Apple Pages // Microsoft Word
    - Apple Numbers // Microsoft Excel
    - Apple Keynote // Microsoft PowerPoint
    - Responsive WCMS // Dreamweaver

### **Nature and Scope**

- **Contacts:** Internally, communicates with a wide range of people at all levels, within and outside of the School. Influences and motivates others in order to execute, integrate, and monitor a variety of web and digital communication strategies that support the overall goals of the School. Externally, provides clear written information for a variety of student audiences and project management with third-party vendors.
- **Level of Responsibility:** Project management of web and digital functions and processes; responsible for providing expert advice to colleagues and for successfully implementing and ensuring the quality of School's web and digital communication initiatives.
- **Decision-Making Authority:** Continually makes decisions about the most effective methods of operationalizing web and digital communication strategies, including organization of resources, personal interactions, collaboration, work-flow, consultation, and other key accountabilities; determines optimum course of action to solve problems and to demonstrate a positive influence on other stakeholders.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project-management-level responsibilities; intermittent work outside of normal operating hours of the institution and occasional travel.