

Job Description



Job Title:	Student Publications Manager
Department:	Waterloo Undergraduate Student Association (WUSA)
Reports To:	Director, Operations and Development
Jobs Reporting:	Publishing House Part-time Staff, Editorial Part-time staff
Salary Grade:	USG 8
Effective Date:	January 2021

Primary Purpose

The Student Publishing house is the official home of student publications at the University of Waterloo, it provides coverage of the campus community as well as forums for student expression. It is comprised of multiple publications, focusing on student academic and creative interest. The Student Publications Manager plans and executes the strategic direction of the student publishing house (formerly, Imprint Publications), under the supervision of the Director, Operations and Development. They provide leadership and guidance to student publishing house staff in the editorial direction and are responsible for the business development of the publications. The Student Publications Manager ensures that staff and the publications as a whole meet the professional and legal standards required from journalism. They act as a support and resource to the Publications Committee, the student publications on the various University of Waterloo campuses.

Financial Administration

- Co-ordinates the creation of annual Publishing and Editorial budgets in consultation with Director, Operations and Development and ensures adherence to budget throughout the year, in accordance with all relevant policies, procedures, and agreements governing the same.
- Oversees the administration and researching of funding opportunities and writing of grant applications and other sponsorship opportunities as it relates to the Publishing House and its various editorial activities.

Strategic Planning

- Pursues strategic partnerships and expansion opportunities for student publications and the publishing house.
- Co-ordinates the creation of the Student Publishing House's Annual Plan and submits it to the Publications Committee for approval, in line with WUSA's 2020-2025 Long Range Plan.
- Accountable to the Publications Committee for the execution of the Student Publishing House's Annual Plan.
- Provides continuity to a subsidiary student-governed organization, ensuring strategic, operational, and administrative decisions are aligned with the Board of Directors' and overarching organization's mission statement and strategic plan.
- Maintains strong working relationships with University administrators, administrative staff, senior campus leaders, and community members.

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Operational

- Promotes efficient day-to-day operations of WUSA's student publications by providing advice and support to Executive and staff
- Manages publications staff cycle of recruitment, evaluation, promotion and retention of staff, including the Executive Editor
- Serves as a resource to the Publications Committee, and staff, for the interpretation and application of University of Waterloo (UW) and WUSA policies and procedures the Student Publishing House's policies and procedures.
- Ensures adherence to the University of Waterloo's Health and Safety policies and procedures as outlined by WUSA, Occupational Health and Safety Act of Ontario and the University of Waterloo
- Provides overarching editorial direction for publications.
- Ensures publications are published in a timely and consistent manner.
- Monitors readership, demographics, and other relevant statistics and analytics.
- Supervises all staff within the Student Publishing house, ensuring job descriptions are fulfilled and regular operations including hiring, training, and discipline of part-time staff as outlined in WUSA's policies and procedures.
- Coordinates and manage all part-time payroll matters associated with the Student Publishing house.
- Serves as a voting member and advisor to the Publications Committee and keeps the Committee regularly informed of the Publishing House activities and initiatives.
- Completes special projects as assigned by the Board

Oversight

- Ensures compliance with the constitution, bylaws, policies, procedures, and applicable agreements
- Ensures ad design upholds Publishing House standards
- Ensures editorial standards are upheld and editorial projects are on schedule, in accordance with policy
- Ensures the execution of the Student Publishing House vision as set out by the strategic plan, annual plan, and by the Publications Committee.
- Upholds legal and professional standards.

**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, business, or related field, or three (3) years relevant experience required.
- Additional training in strategic planning, operational management, human resources management, conflict management, sales, advertising, and organizational

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communication is an asset.

Experience

- 3 years of progressive experience in a management role.
- Proven ability in managing multi-stakeholder projects that require attention to detail, consistency, and the ability to work with many different people with competing priorities.
- Experience with goal setting and strategic planning including development, implementation, and review.
- Experience in organizational management and human resources management.
- Minimum 2 years of experience in journalism and media relations.
- Experience working within a student organization and not for profit organizations is an asset.

Knowledge/Skills/Abilities

- Must possess a strong client service and equity focus
- Capable of strong diplomatic and critical listening skills as well as superior analytical and reasoning skills.
- Superior verbal and written communications skills with the ability to articulate in a clear, concise and compelling manner; excellent editing skills.
- Exceptional organizational skills with the proven ability to work on multiple projects with competing demands
- Demonstrated aptitude for successfully working in a team-oriented environment
- Demonstrated sound judgement, tact, discretion and professional integrity
- Proven problem-solving abilities, conflict management skills
- Working knowledge of and a familiarity with the University of Waterloo and collegial processes and policies an asset
- Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall student publishing house' strategic plan.
- Proficiency with modern social media platforms, including Twitter, Facebook, and Instagram
- Proficiency in Microsoft Office and Google Suite.
- Comfortable with both Windows and OS X
- Knowledge of Indesign, Photoshop, Illustrator an asset.
- Knowledge of WordPress is an asset.

Nature and Scope

- **Contacts:** Approved vendors of the Student Publishing House, WUSA, various University of Waterloo departments, community partners. : Render advice, assistance, and guidance to other employees and volunteer staff members. Interacts with colleagues at all levels across the university and the community to develop trust, rapport, and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall Student Publications' agenda.
- **Level of Responsibility:** Staff management, strategic, and operational. Responsible for all major functions of publications while ensuring editorial integrity across student publications: Requires a deep understanding of the issues and events on the University of Waterloo campus and the ability to interpret these events into relevant news stories. Coordinates volunteers in the production of news and provides guidance on matters of research, style, story development, and content creation. Remains current on the trends of communicating with students and best practices in communication strategies for online and print publications.

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- **Decision-Making Authority:** Responsible for meeting critical editorial deadlines. This position will independently make decisions on strategic editorial content for the Student Publications. This position will be accountable for the delivery of the Student Publications' printed and online publications.
- **Physical and Sensory Demands:** : Minimal demands typical of an administrative role in an office environment. Sitting at a desk, travelling between buildings, typical office environment
- **Working Environment:** Often a highly stressful work environment with dynamic deadlines. Some evenings, weekends, and holidays will be required, annual changeover of leadership. Some exposure to disagreeable conditions both typical and unique of a managerial position.