

Job Description

Job Title:	Digital Communications Specialist
Department:	Dean of Science Office
Reports To:	Director, Communications and Marketing
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	October 2023

Primary Purpose

In keeping with the Faculty of Science's strategic priority area of enhanced visibility, reputation and community, the Faculty of Science Digital Experience team's purpose is to facilitate and support the implementation of digital communications. The Digital Communications Specialist has primary responsibility for content development for distribution through Faculty digital channels (i.e., web, social media, digital communication platforms) and provision of digital communications support for departments, selected events and special initiatives.

Key Accountabilities

Supports web and digital initiatives across the Faculty to help build the reputation.

- Updates and maintains web content specific for online audiences with information acquired through on-going collaboration with stakeholders.
- Supports quality control of digital assets, including websites. Identify inconsistencies in compliance with AODA standards, institutional brand, and user experience across all science web properties. Provides ongoing quality control and analysis of faculty web properties to identify gaps in content, brand voice and user experience.
- Produces content for digital platforms (e.g., online and multimedia platforms, Science-owned digital signage, YouTube) consistent with the strategic priorities, and objectives of the Faculty of Science. Utilizes photography and videography to support content development as required.
- Meets with stakeholders in departments, institutes, schools and the Dean of Science Office to gather information, ideas and material for digital and social campaigns and platforms.
- Provides editorial support for content used in departmental and research websites, as required.
- Collaborates on the development and implementation of web and digital communications strategy and plans.
- Utilizes and reports on metrics and available analytics to create, inform, and develop targeted messaging to increase Faculty of Science awareness, successes, and reputation on social platforms.
- Shares digital initiatives metrics regularly with Science administration, Faculty stakeholders, and departmental/school communications colleagues to inform decision-making.

Creates, plans and executes engaging social media content that resonates with the target audience.

- Writes, edits, manages and schedules social media related content in partnership with the Faculty's undergraduate, graduate, alumni/advancement, communications and academic unit staff.
- Manages Faculty social media channels including Facebook, X, Instagram, YouTube, LinkedIn and other platforms as required.
- Creates visual assets (e.g., photography, video) for social media.

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- Develops and manages the Faculty social media content calendar and works in collaboration with internal and external partners to ensure content reflects and supports our Faculty and key initiatives/campaigns.
- Develops and manages campaigns in collaboration with other Faculty communicators.
- Maintains awareness of departmental and school activity in this area and work to build overall impact for the Faculty.
- Ensures excellence and consistency in social media communications.
- Conducts social listening, monitoring and triaging of communications within social channels.
- Ensures consistency in brand voice and experiential focus in content across social channels.
- Maintains a strong understanding of current trends and best practices for communicating with various audiences through social channels.

Supports events and special initiatives to share on digital channels including social media.

- Participates in Science Communications Group to garner awareness of activity and communication needs of Undergraduate Studies and Recruitment, Graduate Studies, Research, Advancement, Entrepreneurship and Outreach.
- Provides or facilitates activities such as social media livestreaming and e-communications for various events and special initiatives as required.
- Provides guidance on digital communication strategies that are event or initiative specific.
- Promotes and supports communication of events and initiatives through digital channels.

Collaborates across the Faculty and the University to help build the reputation of the Faculty of Science.

- Collaborates with the Communications and Communications Specialist to provide content for websites and e-newsletters.
- Provides guidance and direction to departmental-specific digital projects on a case-by-case basis (i.e., outreach, advancement, recruitment).
- Co-ordinates and liaises with external vendors and other university departments such as University Relations when required.
- Represents the Faculty of Science at internal and external events.

**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 undergraduate degree in science or a degree in communications or digital media, preferably with a specialization in scientific communications or demonstrated level of science literacy, or a related-discipline with examples of a solid and diverse writing portfolio.

Experience

- 4-5 years of experience in a communications role.
- 2-3 years of experience writing and developing content for web and social media.
- 2-3 years of experience in web/WCMS, social media, digital content creation and digital/social advertising.

Knowledge/Skills/Abilities

- Strong knowledge of accessibility requirements (AODA) and web management.

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- Excellent written and oral communication skills and expertise in marketing and creative design.
- Demonstrated ability to write and curate content for a variety of audiences on a variety of digital platforms, specifically web and social media.
- Strong knowledge of branding and its application to various communications.
- Strong understanding of the conceptual and technical aspects of Science.
- Proven ability to take initiative, work independently to manage multiple projects and meet deadlines.
- Effective relationship-builder/collaborator with the ability to work as part of a team in a complex and dynamic environment.
- Excellent interpersonal communication and analytical skills and the ability to collaborate.
- Intermediate knowledge of the MS Office 365; web content management system (WCMS – Drupal preferred); social media platforms (Facebook, X, LinkedIn, Instagram, TikTok) and social media management platforms (Emplifi); web-based project management platforms (Airtable); Adobe Creative Suite (Canva, Final Cut Pro, InDesign, Illustrator, Photoshop, Acrobat); digital photography and videography.

Nature and Scope

- **Contacts:** The Digital Communications Specialist collaborates with and seeks engagement from the Faculty of Science Communications and Digital Experience teams, and communications personnel across the Faculty including the schools, institutes and co-op students; researchers and faculty members in the Faculty of Science with particular emphasis on those in the departments (Biology, Chemistry, Earth and Environmental Science, and Physics and Astronomy); departmental/school management teams, University Relations, faculty-based counterparts; members of the Faculty of Science Undergraduate Marketing and Recruitment team; Faculty advancement team; Science Outreach; Science Computing; and Undergraduate and Graduate Studies administrative staff. The Communications Specialist exchanges information with the media, government, and employers, to answer queries, to provide information, to facilitate news interviews, to create materials, etc.
- **Level of Responsibility:** With a high level of professionalism and maturity in managing social media and senior administrators, the Digital Communications Specialist has the ability to judge an appropriate level of response and deliver messages for external and internal inquiries. With a strong team work ethic, collaborative style and approachable and friendly manner, the Digital Communications Specialist has the ability to problem-solve and diplomatically manage issues. The Digital Communications Specialist has effective time management skills, a high tolerance for last-minute changes, strong analytical skills and a proven ability to focus on ways to improve processes and outcomes. Co-op students may report to this role.
- **Decision-Making Authority:** In consultation with the Digital Experience Manager, the Digital Communications Specialist makes decisions about how to respond to inquiries for more information about the Faculty, and about when and how to get information and the suitability of material for specific communications purposes. Makes decisions and manages current projects in supervisor's absence.
- **Physical and Sensory Demands:** This role requires exertion of physical or sensory effort resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This role involves minimal psychological risk from unavoidable exposure to hazardous, disagreeable or uncomfortable environmental conditions. This role sometimes involves unusual hours or schedules such as attendance or participation in occasional evening events or for extended hours for issues management that arise suddenly, irregular and/or high volumes and multiple and/or tight deadlines beyond one's control that arise during peak activity times each term or for crisis communications or urgent media requests, and constant interruptions such as by phone or email.