

## Job Description

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<b>Job Title:</b>	Internal Communications and Engagement Specialist
<b>Department:</b>	Dean of Science Office
<b>Reports To:</b>	Director, Communications and Marketing
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	February 2024

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### **Primary Purpose**

The Internal Communications and Engagement Specialist is responsible for developing a wide range of internally focused communication products within the Faculty of Science to create a community of knowledge sharing between departments/schools. Under the direction of the Director, Communications & Marketing, the role works closely with multiple stakeholders within the Faculty to communicate faculty news, events, and announcements to our internal audiences of staff, faculty, and students. Responsible for developing and delivering consistent, professional, and creative content to engage our internal audiences. The Specialist has significant knowledge of internal communications best practices and experience in project managing and implementing internally focused initiatives.

The role requires a passion for employee communication, storytelling, community-building, user experience design and working knowledge of website best practices.

### **Key Accountabilities**

#### **Internal Communications**

- Lead the development and implementation of an effective internal communications program to foster increased information sharing among the Faculty's departments, schools, and associated research centres
- Ensure consistency of voice and message across all internal channels
- Leads the production of internal communications material including but not limited to the Faculty's Intranet, email newsletter, and other email communications
- Gather information, conduct research, interview sources and write content for ongoing deliverables associated with the internal communications program
- Support internal department teams with content creation, content calendars, and content review when needed
- Build relationships with faculty and staff to maintain awareness of all teaching and research activities within Science and enhance stakeholder participation in internal communications
- Ensure relevant external news is shared with key internal stakeholders through our Intranet
- Own and manage the day-to-day activities of ad hoc internal communications, including acting as an advisor to departments and colleagues on best practices.
- Review all internal communications to ensure consistency of voice and alignment with communications strategies as set with the Faculty Strategic Plan
- In consultation with the Director, Marketing & Communications, develop and manage plans for handling internal communications at times of crisis; create and deliver any necessary internal communications and engagement plans following a crisis

### **Employee Engagement**

- Develops and builds strong relationships and maintains a network with Faculty of Science colleagues by establishing two-way communication channels
- Provide support and clarification to internal stakeholders and Faculty leaders to ensure they are confident in delivering key messages and to strengthen internal communications aligned with the successful execution of the Faculty Strategic Plan
- Champion employee engagement surveys for the Faculty, ensuring meaningful feedback and metrics are in place to monitor initiatives
- Interacting with members of project teams, faculty members and instructors, staff, and students about new or ongoing strategic projects and new ideas and how to share them with other internal audiences.
- Builds frameworks/systems to support cultural and social connections among people that are not directly work-related.

### **Web Management**

- Supports the content management of the portfolio of Science websites, including the look, navigation, user interface, and functionality of each website.
- Adhering to the University's web strategy and policies, manage the Science Intranet and department websites
- Plans and publishes materials to the portfolio of Science websites for our stakeholders, including students, alumni, faculty, and staff.
- Regularly reviews and edits content on all Science websites to ensure consistency, relevant up-to-date information, and avoid duplication on the various websites/pages.
- Maintains and updates web content that promotes and amplifies the awards and achievements of the Faculty
- Stays up to date on current UX/UI trends, digital accessibility tools and best practices and shares this knowledge with colleagues/stakeholders.

### **Measurement and Impact**

- Analyze and segment internal audiences to target communication effectively
- Maintain a strong understanding of different internal audiences. Use this knowledge to ensure the tone, language and format of internal communication is accessible and read by a range of Faculty groups
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies
- Explore employee engagement data to understand the context for internal communication, identify challenges and barriers, and suggest actions for improvement
- Recommend and initiate new channels for internal and leadership communication
- Develop tools and vehicles to generate sources of data to inform internal and leadership communication
- Monitor and evaluate the effectiveness of internal communication strategies and tactics for continuous improvement

*\*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**

- University or college degree in English, public relations, marketing or a communications-related field or equivalent combination of education and experience

### **Experience**

- 5+ years of experience providing internal communication support in a complex, fast-moving and diverse corporate environment is essential

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

- Excellent written and verbal communication skills, with a solid knowledge of both English grammar (proofing and editing) and the specialized requirements associated with writing for the web and other digital media.
- Experience with Intranets, including writing, posting, curating and disseminating content
- Expertise in strategic storytelling, communications, and content marketing
- Experience providing superior client service and an ability to change perceptions and align expectations, garnering engagement and collaboration with communication services
- Ability to leverage interpersonal skills and industry expertise to provide outgoing and proactive communication support to clients, reacting quickly to changing circumstances, shifting priorities, and short deadlines
- Ability to network and collaborate with stakeholders at all levels of the organization, influencing and persuading when needed
- Understanding of best practices in information architecture, navigation, user interfaces, usability, accessibility standards, and testing would be a plus.
- Strong organizational skills and ability to effectively manage numerous projects and initiatives
- Ability to manage confidential and sensitive materials and situations with discretion and diplomacy
- Ability to make decisions and solve problems with good judgment and acute sensitivity to the political environment and to the reputation of the University

### **Nature and Scope**

- **Contacts:** Staff, faculty and students in Science and those in similar roles across campus
- **Level of Responsibility:** Supports a Faculty-level function that serves an internal audience. Requires awareness, at times, of sensitive/confidential information before release for publication (i.e., embargoed publications). Responsible for independently developing and writing communications content with technical and scientific content for across the Faculty.
- **Decision-Making Authority:** With manager support, makes decisions related to communications content and suitability of material for specific communications purposes. Similarly, makes decisions with respect to timelines to meet established objectives.
- **Physical and Sensory Demands:** Demands typical of a position operating within an office environment; likely to have an average amount of interruptions; extensive periods of sitting and concentrated and use of visual senses.
- **Working Environment:** Office-based position with minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure. Work outside the University's normal operating hours may occur from time to time.