

## Job Description

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<b>Job Title:</b>	Communications Officer
<b>Department:</b>	Future Cities Institute
<b>Reports To:</b>	Managing Director, Future Cities Institute
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 9
<b>Effective Date:</b>	May 2024

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### **Primary Purpose**

Reporting to the Managing Director of the Future Cities Institute (FCI), the Communications Officer will plan, implement and evaluate an integrated program of marketing and communications to advance the FCI's image, profile and reputation. The integrated communications plan will support both the FCI and the University's goals and values and will be communicated effectively across extensive internal and external professional networks.

The incumbent will:

- Support the Institute's strategic objectives;
- Act as an internal marketing and strategic communications expert for the Institute;
- Collaborate with marketing and communications colleagues across campus to advance FCI goals with the broader University community;
- Work closely with FCI faculty and student members to identify news and develop stories about the FCI;
- Provide marketing and communications support to FCI faculty research projects

### **Key Accountabilities**

#### **Strategic planning and program evaluation**

- Develop, implement and maintain a FCI marketing and communications strategy that includes print, digital and social media channels
- Develop FCI's brand positioning and key messaging
- Develop and implement action plans to operationalize the strategy
- Prepare and manage the marketing and communications budget
- Develop metrics for program evaluation
- Develop, implement and maintain content strategies and editorial calendars to guide print and digital marketing and communications content design and development
- Conduct environmental scans, content audits, competitive analyses, gap analyses or other research to ensure FCI objectives are being met
- Monitor and report on metrics for web, digital and social initiatives
- Report on program effectiveness, and recommend and implement changes

#### **Content creation and management**

- Develop original content for FCI print, digital and social media channels including articles, annual reports, brochures, postcards, videos and posts
- Assist the Director to develop research teams and proposals with FCI members and FCI led projects
- Support researchers to identify knowledge users and develop project specific knowledge mobilization strategies and communications
- Interview FCI faculty, students and stakeholders for story development

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- Work with Faculties, Marketing and Strategic Communications and other University units to identify and leverage relevant content created by other groups
- Prepare, in conjunctions with Marketing and Strategic Communications and other appropriate units, press releases and media and expert advisories
- Develop, maintain and monitor multiple FCI – supported websites
- As required, manage relationships with vendors related to FCI’s communications, marketing and advertising goals, including procurement, selection and contractual agreements
- Ensure excellent quality and consistency in all FCI marketing and communications initiatives, and work collaboratively with University colleagues to achieve this

### **Stakeholder relations and outreach planning**

- Work with FCI’s leadership and faculty and external partners on FCI’s industry relations strategy
- Develop and lead FCI’s outreach strategy, bringing future cities information to people of all ages and reinforcing the Institute’s reputation as a source of future cities information
- Maintain positive and productive relationships among a large network of international and domestic partners and stakeholders
- Develop and implement conferences and events, and government and other stakeholder relations initiatives
- Keep community groups and stakeholders informed about the university’s activities, achievements, needs, concerns and proposals
- Works closely and collaboratively, and shares information regularly, with marketing and communications colleagues from across campus
- Participate as a key member of appropriate media relations and marketing and communications - related groups across campus
- Working with Marketing and Communications, facilitates media contacts and seeks opportunities to advance FCI messaging through various media
- Manages the promotion and advertising of FCI events, including lectures and research symposia
- Explore new opportunities for partnerships with the faculties

*\*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 marketing, communications, journalism, public relations or related field, or equivalent experience

#### **Experience**

- Minimum of 5-7 years of experience in a relevant strategic marketing and communications role, preferably with experience in the university sector
- Experience identifying and preparing stories for various stakeholder groups, including the media
- Public relations experience is a strong asset

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

- Superior written and verbal communication skills
- Excellent presentation skills

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- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders, including the media, the public, employers, recruiters, academics and funders
- Highly developed skills related to social media platforms (Twitter, Facebook, YouTube, LinkedIn), email and list management tools (MailChimp), content management systems (web publishing), Google Analytics, and MS Word, Excel and PowerPoint
- Advanced knowledge of Zoom and other video conferencing platforms
- Ability to communicate effectively with colleagues, clients and external stakeholders, including the media
- Ability to demonstrate leadership, diplomacy and integrity when dealing with internal and external stakeholders, with the goal of advancing FCI's marketing and communications agendas
- Strong organizational skills and the ability to handle multiple tasks and meet deadlines
- A positive team approach to working with colleagues and partners
- Ability to work independently
- Familiarity with web production and editing and basic image editing considered an asset
- Ability to establish and maintain productive working relationships across large organizations

### Nature and Scope

- **Contacts:** Internally, will work with a wide array of faculty members, students, communication professionals and senior management across campus; externally will have contact with the media and third - party vendors.
- **Level of Responsibility:** Will possess proven ability, significant experience and strong practical knowledge of integrated marketing and communications strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace. Reporting to the Managing Director, the Communications Officer will be a self-starter and able to work independently, or collaboratively with colleagues, to execute various task and to achieve goals.
- **Decision-Making Authority:** Will work collaboratively with Future Cities Institute staff, including the Executive Director. Reports to the Managing Director. Will work horizontally across the University, with communications colleagues from central and academic units, and with central public relations and creative services offices.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment with extended working hours in preparation for and during events.
- **Working Environment:** Minimal demands typical of a position operating within an office environment.