

## Job Description

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<b>Job Title:</b>	Communications Specialist
<b>Department:</b>	Co-operative Education
<b>Reports To:</b>	Manager, Strategic Communications
<b>Jobs Reporting:</b>	Co-op students as required
<b>Salary Grade:</b>	9
<b>Effective Date:</b>	May, 2017

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### **Primary Purpose**

Within the University of Waterloo's Co-operative Education unit of Cooperative and Experiential Education (CEE), the Communications Specialist plays a key in the development and implementation of all activities associated with a strategic and integrated CEE communications plan. The incumbent produces communications in a wide array of formats to meet various stakeholder requirements to a number of audiences such as students, employers, faculty, staff, prospective students, prospective employers, industry association professionals and campus visitors.

The Communications Specialist will play a key role in providing communications support to units within Co-operative Education and those within the expanded CEE portfolio (Co-operative Education, Operations, Centre for Career Action, WatPD, EDGE, WatCACE).

### **Key Accountabilities**

<p><b>Develop and execute annual communications plan in alignment with the strategic marketing and communications plan and priorities and assess success with key metrics.</b></p>
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| <ul style="list-style-type: none"> <li>• Develop and write key messages for all communication materials in all media formats – print, web, social media, and presentations</li> <li>• Develop creative direction within overall uWaterloo branding guidelines to create communication materials consistent with CECS and Waterloo overall branding for both employers and students, as well as uWaterloo and the general public</li> <li>• Co-ordinate and liaise with external vendors, media and other university departments such as University Relations when required</li> <li>• Develop, manage and distribute core employment process-based communications to employers and students</li> <li>• Develop, write and distribute internal communications to CECS staff and university departments</li> <li>• Organize and manage CECS websites to employers, students and general public</li> </ul> |
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Provide a vital link to University Relations, student media as well as to external media
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Lead and manage direct reports (co-op students) and ensure the delivery of results in support of CECS mission, vision and guiding principles including:
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Represent Co-op and CEE at internal and external events
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### **Required Qualifications**

<b>Education</b> <ul style="list-style-type: none"><li>• University undergraduate degree, preferably with a specialization in communications, digital communications or media or a related-discipline with examples of a solid and diverse writing portfolio.</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• 5-10 years of experience as a Communications professional</li><li>• Experience working with senior executives and diverse stakeholders is critical</li><li>• Strong knowledge of Co-operative Education or a similar organization and its mandate is essential</li><li>• Excellent knowledge of social media communications</li><li>• Strong knowledge of branding and its application to various communications</li></ul>
<b>Knowledge/Skills/Abilities</b> <ul style="list-style-type: none"><li>• Full functional ability to use the features of Word with no training</li><li>• The ability to create and coach others on the preparation of branded presentations utilizing the full functionality, features of PowerPoint such as animation, and embedded exported media files within a presentation.</li><li>• Strong web content management system knowledge – from HTML, Dreamweaver or Drupal</li></ul>

### **Nature and Scope**

- **Contacts:**

#### **Internal**

The Communications Specialist exchanges information with the Communications and Marketing team, co-workers across the broad Co-operative and Experiential Education (CEE) and across the university especially with University Relations, Office of Development and Alumni Affairs, Marketing & Undergraduate Recruitment, to gather or share information about CEE or students and employers.

#### **External**

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 media and senior administrators, the Communications Specialist has the ability to judge an appropriate level of response and deliver messages for external and internal inquiries from students, employers, media, government and the general public. The Communications Specialist has excellent organizational and administrative capabilities, and excellent communication (written and spoken) and presentation skills. With a strong team work ethic, collaborative style and approachable and friendly manner, the Communications Specialist has the ability to problem-solve and diplomatically manage issues. The Communications Specialist has effective time management skills, a high tolerance for multi-tasking and last minute changes, strong analytical skills and a proven ability to focus on ways to improve processes and outcomes.

- **Decision-Making Authority:**

In consultation with the Manager, Strategic Communications, the Communications Specialist makes decisions about how to respond to inquiries for more information about CEE, and about when and how to get information to students/employers/employment relations.

- **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 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.