

## Job Description

<b>Job Title:</b>	Specialist, Communications
<b>Department:</b>	Campus Housing
<b>Reports To:</b>	Manager, Marketing and Communications
<b>Jobs Reporting:</b>	NA
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	September 2023

### **Primary Purpose**

The Specialist, Communications is responsible for all communications to both current and prospective students in residence at University of Waterloo. The incumbent identifies, develops and recommends the communications plans and initiatives for all units within Campus Housing in support of its strategic goals and objectives.

### **Key Accountabilities**

#### **Plan, develop, and evaluate communication plans**

- Develops communication initiatives that align with Campus Housing and university goals
- Integrates communications strategies into all media, including web and printed pieces
- Monitors and evaluates the effectiveness of communications plans by using tools such as evaluation forms, questionnaires, surveys, focus groups, and by leading virtual and face-to-face feedback forums
- Recommends progressive improvements and initiatives to keep communications strategies fresh and competitive
- Works closely with marketing to develop key messages for marketing communication materials in all media formats – print, web, and social media – to promote residence
- Oversees content and design strategies to guide print, digital, and content marketing and communications projects

#### **Develop effective and innovative communication copy and materials**

- Writes, edits and proofreads communications aimed at students living in residence
- Develops on-going communications with current residence students ensuring they feel they are receiving accurate and timely information
- Collaborates with partners on the monthly digital newsletter and ensuring it continues to provide valuable and useful information
- Regularly performs a department communication audit. Initiates recommendations from the audit, and re- evaluates and performs a new audit, as needed
- Writes, edits and produces high-quality and engaging print materials and web communications that reflect well on the Department and encourage readership

#### **Provide communications support**

- Builds and fosters collaborative partnerships with Campus Housing team members to better understand communications needs across the department
- Actively provides communications support, as required, to all of Campus Housing
- Works closely with peers to ensure an integrated and consolidated approach to content development and delivery, as well as alignment within the department
- Oversees and organizes student communications in Campus Housing emergency and crisis situations
- Participates in all University of Waterloo recruitment initiatives and events including all special visit days, Ontario Universities Fair and specialized recruitment events
- Participates in customer needs assessment, meeting quality standards for services, and evaluation of student satisfaction
- Updates and maintains communication templates in Campus Housing application system

## Job Description

### **Content management**

- Creates content and design strategies to guide print, digital and content marketing and communications projects
  - Develops and maintains an editorial calendar that aligns with department goals and events
  - Creates, writes, edits and updates content for Housing & Residences' communications (web, social, digital, print), while complying with best practice guidelines as set out by the University
- Provides regular content updates by continually monitoring and refreshing content, as required

## **Required Qualifications**

### **Education**

- Post-secondary degree or diploma in Business, Marketing, Communications or equivalent post secondary education and experience

### **Experience**

- Minimum of 2 years of experience in a communications role is preferred, ideally in an educational setting or in the hotel/hospitality industry
- Excellent writing, editing and proofreading skills, including writing for web/print
- Proven creativity through written and/or visual representation
- Experience with social media trends, digital analytics tools and maintenance of content for digital communications
- Critical-thinking and analytical skills to enable the execution and assessment of communications plans
- Strong organizational and project management skills
- Demonstrated ability to work independently, handle multiple tasks, set and meet deadlines and adjust to changing needs
- Proven ability to thrive in a collaborative team environment
- Ability to be positive, collaborative and work effectively with colleagues and on-campus partners
- Flexible and adaptive to changing needs

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

- Advanced knowledge of processing, presentation and spreadsheet software (e.g., Excel)
- Experience with digital and social media channels
- Intermediate web/online competence
- Knowledge and experience using digital communications platforms
- Working knowledge of analytics software to analyze trends

## **Nature and Scope**

- **Contacts:** The Specialist, Communications must be able to establish strong professional working relationships with Housing staff and our on-campus partners in relation to creating and editing communication materials, including those of a sensitive or urgent nature.
- **Level of Responsibility:** The incumbent must have excellent interpersonal skills and a strong working knowledge and understanding of communications. This position requires specialized work with minimal supervision.
- **Decision-Making Authority:** Makes decisions about the most effective methods of developing and putting fully researched communications plans into action. The successful candidate must ensure that their work aligns with the department's priority goals and objectives. This position reports significant trends, shifts and abnormalities to their supervisor for advisement or when changes in policy and major process may be required.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with specialized position responsibilities. This position requires that the incumbent may occasionally need to work outside of normal University of Waterloo operating hours.