PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991711</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Digital Media Coordinator</td>
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<tr>
<td>Department:</td>
<td>Faculty of Education</td>
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<td>Reports to:</td>
<td>Dean</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct____0____ Indirect____0____</td>
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<tr>
<td>Classification Level</td>
<td>SG 6</td>
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<tr>
<td>Last Updated</td>
<td>November 2019</td>
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2. Position Summary

The Digital Media Coordinator is responsible for creating and maintaining the online presence of the Faculty of Education. The position works closely with the Deans’ Office, University Communications and Marketing (UC&M), the Development Officer and the Community Relations Coordinator to ensure that the faculty’s online presence reflects strategic plans at university and faculty level, specific needs of the faculty and a coordinated response to arising issues. This might include web refresh, online advertising and marketing, digital photography and video coordination with UC+M photographer and videographer, and periodic online publications.

The Digital Media Coordinator reports to the Dean or designate. The position will be responsible for curating and maintaining the faculty’s digital assets, as well as monitoring online metrics.

This position supervises work-study students and is occasionally required to work outside of normal office hours.

3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>Expectations:</th>
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| Faculty website management 30% | • Maintain content for the faculty website and provide guidance for departmental websites to ensure they are current, functional, and accessible to internal and external stakeholders.  
• Update the “news” and “events calendar” sections within 24 hours of events to ensure they are current.  
• Coordinate website updates and upload all edited copy and images.  
• Supporting and coaching staff involved in editing unit websites regarding UVic web management tools and practices.  
• Ensure all web content meets UVic style guides and other requirements.  
• Liaise with UC&M regarding new website features, troubleshooting, redesigns, etc.  
• Use Content Management Systems such as Cascade or WordPress to upload stories to the web.  
• Monitor web metrics |
| Social media management 35% | • Create Social Media content  
• Moderate and responds to comments on social media channels.  
• Create periodic faculty e-newsletter.  
• Manage social media tools, including creation and organization of text and graphic content.  
• Write engaging, action-driven, and accurate copy optimized for digital media following the UVic style guide.  
• Ensure that “official” social media accounts are updated frequently and in a timely way so as to support and report notable events.  
• Develop strategies to maintain and enhance the faculty’s presence on social media.  
• Prepare and publish online marketing, recruitment and admissions materials.  
• Develop a strong working relationship with UC&M to assist the faculty and university in reaching their objectives.  
• Measure the impact of social content through analytics. |
|———|———|
| Digital content management 25% | • Apply UC&M standards for digital content.  
• Create digital images of special/newsworthy events  
• Coordinate photoshoots: plan, develop concept, photograph and select images for publication and online use in collaboration with Photo Services.  
• Coordinate videoshoots: plan, develop concept, film and select videos for online use produced in collaboration with UC&M video services.  
• Source appropriate stock images where necessary.  
• Create new images or edit existing images using editing tools for publication. |
|———|———|
| Other 10% | • Select and manage work-study students for digital media work.  
• Other tasks as required. |

4. **Classification Factors:**

**Problem-Solving:**

The incumbent will use their communications knowledge, judgement, and experience to identify recommend, create, and implement social media content and strategies that meet the faculty’s and the university’s goals.

A strong collaborative approach in working with a range of stakeholders is necessary in order to ensure social media is representative and appropriate. Diverse interests must be consulted and represented.

**Responsibility for Financial & Material resources:**

Responsible for website and digital media resources (files, photos, videos, correspondence, templates, etc.), social media account maintenance (including passwords), and overseeing web permissions. The position makes recommendations for expenditure related to photography, videography, advertising, print publication, web and social media production. This position creates photos, videos, blog posts and social media posts. This position also create analytics reports that are used in making decisions.
### Responsibility for Human Resources:

Provides advice and guidance to faculty and staff on communications guidelines, standards, practices and processes. Selects and supervises work-study students who will undertake many of the direct tasks in the production and publication of content, requiring to direct and supervise their work in the execution of duties.

### Impact of Decisions and Actions:

Online communication goals and objectives are set in collaboration with the Dean. The position is responsible for developing and implementing successful engagement with social media, which could have significant impact on the operations of the faculty. The position will develop online marketing recruitment materials, which has an impact on student numbers and quality. The position is responsible for ensuring the online activities and materials of the faculty meet UVic institutional and UC&M positioning, standards, and guidelines.

### Independence:

Will work independently with limited supervision. Responsible for developing online communication strategies and objectives for the faculty in conjunction with the Dean and Associate Deans and other members of the Deans’ Office. Once the objectives and strategy are set, the incumbent is responsible for making decisions on the development and implementation of online communications methods, practices, procedures, and production.

### 5. Summary of qualifications:

The successful candidate will have a Bachelor’s degree in a relevant field of study, plus a minimum of two years’ experience in communications, print and electronic graphic design, marketing brand implementation and digital media production, management and posting experience.

Experience must include:
- Translating ideas into strong visual communication content
- Producing content for social media and web platforms
- Direct experience managing multiple reports
- Targetted copywriting for various audiences on the web, in advertising and social media
- Proven track record of sound decision making in a demanding and fast-paced environment

Knowledge requirements include:
- Communications and marketing
- Current graphic design trends and techniques
- Social Media platforms, their respective participants (Facebook, Twitter, Instagram, etc.) and how each platform can be optimally deployed in different scenarios
- Web platforms
- Marketing planning, and tactic and material development
- Strong copy editing skills
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Acrobat Pro) * Video editing knowledge, skills or experience

In addition, this position requires:
- Ability to adapt marketing tactics and design to a variety of purposes and audiences
- Strong writing ability, with a view to marketing and or engaging an audience
- Excellent analytical, critical thinking and problem-solving skills
- Exceptional communication skills - oral and written
- Extremely detail oriented
- Ability to meet deadlines, multi-task and prioritize
- Ability to work independently and collaboratively in a team environment
- Excellent organizational skills, attention to detail, and an ability to handle concurrent projects and deadlines, with a service-oriented approach, are required.
- Knowledge of an academic, research intensive organizational environment; experience in this field is an asset
- Ability to work effectively with a variety of people in a complex, decentralized work environment.
- Strong demonstrable technological aptitude.

An equivalent combination of education and experience may be considered. Applicants will be required to submit a portfolio demonstrating creative ability.

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<td>Manager's/Supervisor's Signature</td>
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