PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>999057</th>
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<tr>
<td>Position Title</td>
<td>Senior Research Communications Officer</td>
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<tr>
<td>Department</td>
<td>University Communications and Marketing</td>
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<td>Reports to:</td>
<td>Director of Media Relations and Public Affairs</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0   Indirect 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG12</td>
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<tr>
<td>Last Updated</td>
<td>August 2018</td>
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2. Position Summary

University Communications + Marketing (UC+M) is part of the Division of External Relations. External Relations is responsible for promoting strong and responsive relationships between the University of Victoria as one of Canada’s leading research-intensive universities and the external communities it serves. The Division supports UVic’s active engagement in the issues, opportunities and challenges facing our region, our country and our world, and seeks to build partnerships with individuals and organizations who share UVic’s vision of contributing ‘to the betterment of a rapidly changing global society’ through research that has a vital impact.

UC+M is responsible for positioning UVic with a range of target audiences, both external and internal, as a critical assist to the university’s achievement of specific key strategic objectives and its mission, vision and goals related to research as well as in other areas.

Media Relations and Public Affairs (MRPA) within UC+M has a central role in the strategic planning, creation and distribution of content aimed at achieving UVic’s research-related objectives with key audiences including community and industry partners, provincial and federal governments, policy makers, prospective and current students, faculty and staff, alumni, donors and the media.

Reporting to the Director of Media Relations and Public Affairs, the Senior Research Communications Officer is a senior position within UC+M and has a leadership role in helping the university strategize and communicate about UVic’s research on multiple platforms with a variety of tools and tactics to influence key audiences.

The position works closely with the Vice President Research Office (VPRO) to develop, maintain and implement the university’s Strategic Research Communications Plan, which is informed by the annual Strategic Research Plan, which in turn is shaped by the university’s priorities and strengths.

This position is also responsible for the planning and writing of research-related publications produced by UC+M and providing advice for other UC+M teams. Also, this position works with individual faculties and units, including research centres and institutes, and their senior leadership to identify and generate newsworthy content and identify other communication opportunities.

Responsibilities include the writing of communication plans with analysis and strategic outcomes, news releases (as well as providing media relations support), profiles, feature stories, briefing notes, key messages, backgrounders, and producing video and social media content. A superior, demonstrated ability to communicate complex research to a general audience is essential.
### 3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>Expectations:</th>
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| Strategic Communications and Marketing 30% | • Lead the development, in consultation with VPRO, of a multiyear Strategic Research Communications Plan that sets the strategic direction for research communications for the university with measurable outcomes.  
  • Continuously monitor the quality of the plan and identify new communication opportunities that will contribute to the achievement of strategic objectives.  
  • Develop strategic and specific communication tools and tactics that highlight research strengths and priorities identified in the annual plan, as well as for initiatives or research areas that present opportunities for reputational advancement but which are not specified in the plan.  
  • Lead the implementation of the Strategic Research Communications Plan as it relates to UC+M responsibilities and provide coordination for other UC+M team members.  
  • Be proactive and adaptable about finding new ways to communicate about research as trends continue to evolve in how people receive and share news.  
  • Provide communications leadership, advice and support for government research funding announcements at UVic.  
  • Represent UC+M on university committees related to research and provide communications advice to the senior leadership on research-related initiatives.  
  • Create and maintain an effective working relationship for UC+M with the Office of the Vice-President Research.  
  • Identify potential issues that might damage the university's research reputation and work with others to mitigate and manage those situations. |
| Production of Content 45% | • Research, develop and produce content for various publications, digital communications, and other materials using new and existing platforms and processes. This includes writing news stories, e-newsletters, video and social media content, research profiles, key messages, backgrounders, fact sheets and briefing notes.  
  • Lead the planning and coordinate or produce the content for a monthly feature about the range and quality of research activity at UVic and its societal relevance and impact.  
  • Lead the strategic planning and coordinate content for a quarterly e-publication targeted at key audiences in government and funding agencies.  
  • Provide advice and develop research-related content for university institutional-level initiatives such as the Annual Review, national and international positioning campaigns, a faculty and staff “tool kit,” research fast facts, and other products as identified.  
  • Lead or coordinate work with other UC+M teams including social media and web design as it relates to the university’s strategic goals related to research.  
  • Identify and participate in piloting of new storytelling tools and tactics. |
Media Relations 15%

- Provide media relations support and produce materials as needed to promote institutional research priorities and objectives.
- Identify and foster relationships with people in all forms of media to cover and share UVic content.
- Identify and foster relationships with key individuals outside of media whose communications about research could reach and influence UVic’s key stakeholders, including within federal funding agencies.
- Provide communications support including on-site for media for government/research-related news conferences at UVic.

Other 10%

- Participate in critical incident communications team’ activities including regular, ongoing training exercises.
- Regularly meet with research and communication officers in faculties and research units to establish and encourage an effective network to produce research-related content.
- Contribute to and participate in media relations workshops held for faculty and staff.
- Lead workshops for faculty and staff on communicating about research.
- Maintain resources and content on the uvic.ca/research pages on research communications and other pages identified as the responsibility of UC+M.

4. Classification Factors:

Problem-Solving:

This position leads the development, in consultation with VPRO, of a multiyear Strategic Research Communications Plan that sets the strategic direction for research communications for the university with measurable outcomes. Analytical and critical thinking are needed to develop and implement the strategic communications plan while also being nimble to quickly assess unforeseen opportunities.

In addition, this position requires the ability to work in diverse teams at the leadership and faculty/unit level, at times in demanding circumstances, to tell the UVic story on multiple platforms to meet the needs of the university as well as multiple stakeholders. This includes assessing complex research and communication opportunities under tight deadlines or in extraordinary circumstances, for instance when decision-makers include federal or provincial funders.

In providing advice to administrators and researchers, it is necessary at times to persuade them that a desired outcome can be achieved in a way that may differ from what they initially expected.

Due to fast changing societal trends in how people consume and share news and information, in-depth analysis and creative problem-solving is ongoing in order to conceive of new communication tactics and tools to reach and influence targeted audiences, and assess their effectiveness.

Responsibility for Financial & Material resources:

This position has budgeting and reconciling responsibility for KnowlEdge—a research related product produced monthly, with an annual budget of $35,000.

Responsibility for Human Resources:
This position has no direct supervisory responsibilities. However, this position is the primary contact and authority within UC+M with the Vice President Research Office on research communications, and leads research communications within UC+M, providing daily guidance and direction to staff on how to position and communicate about UVic’s research strengths and priorities. This position also provides guidance and advice to senior leadership and faculty-based communication officers in other departments and units on research communications that align with the university’s priorities and objectives.

Impact of Decisions and Actions:

This is a leadership position whose research, analysis, decisions and recommendations help determine how the university will achieve its highest priorities and objectives related to its reputation as a research-intensive university and its ability to attract the highest calibre faculty and staff, engage industry and community partners and secure funding and support from government, donors and others. Working closely with the VP Research, management in VPRO and other senior leaders on campus, the position consults with the Director of Media Relations and Public Affairs and on occasion with the UC+M Executive Director, and provides advice and recommendations as part of a collaborative process.

Recommendations provided and decisions made in this position have direct consequences for UVic’s research reputation and ability to achieve its goals and objectives.

Independence:

This position has a significant amount of independence. It frequently works directly with the VPRO and senior leadership of research centres and institutes on a strategic level to develop communication plans and materials for the university and leads/coordinates UC+M involvement in conceiving, producing and reviewing research related materials. While the Senior Research Communications Officer confers with the UC+M Executive Director and Director of Media Relations and Public Affairs, this position has the responsibility to proactively identify opportunities, develop plans and engage others in other units and departments to position UVic as a leading research-intensive university and a national and international leader in areas of institutional strength.

This position contributes to new initiatives and strategies in a changing and highly competitive environment to successfully communicate UVic’s research priorities and strengths to significant stakeholders who can materially impact the university’s success.

5. Summary of qualifications:

This position requires an undergraduate degree in journalism, communications or public affairs and 5-7 years related experience in a complex organization; or an undergraduate degree in a research-intensive area plus 5-7 years in a communications, media or public affairs position, as well as:

- Minimum three to five years in a position with responsibility for important stakeholder relationships
- Demonstrated proficiency in developing and implementing strategic communication plans with measurable outcomes
- Demonstrated proficiency in project management

An equivalent combination of education and experience may be considered.

Knowledge requirements include:

- Sound knowledge and strategic use of social media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram etc.) and how each platform can
be optimally deployed in different scenarios to achieve an organization’s goals and objectives

Competency requirements include:

• Demonstrated ability to produce engaging stories in varying formats or platforms including video, digital and other emerging forms of storytelling tools
• Excellent analytical, critical thinking and problem-solving skills
• Ability to persuade and influence, based on analysis and expertise, those in positions of leadership
• Superior interview, writing and editing skills
• Ability to explain complex, technical research to a general audience
• Ability to work independently and collaboratively in a team environment
• Proven track record of achieving project goals on time and producing deliverables of a superior quality
• Demonstrated administrative and organizational skills
• Proven track record of effective leadership and the ability to inspire others

Assets or Preferences:

• Experience at a post-secondary institution

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