1. Position Identification

Position Number: 992750
Position Title: Communications Officer
Department: Faculty of Science
Reports to: Dean of Science
Number of Direct/Indirect Reports: Direct 0, Indirect 0
Classification Level: SG 7
Current Incumbent (if applicable)

2. Position Summary (brief summary of the position in relation to the work unit/department)

The Faculty of Science is a large, varied and complex Faculty with a complement of over 135 regular faculty members and more than 105 support staff distributed across six academic units and a number of research centres.

Reporting to the Dean and Associate Dean, and under the general guidance of the Financial Officer, the Communications Officer develops and implements strategic communications and marketing plans and initiatives that raise the profile (on and off campus) of the research, teaching and student achievements in the Faculty of Science with identified target audiences. This position will be responsible for a coordinated approach to gathering, communicating and internally and externally promoting the diverse activities and achievements of the Faculty, its six units and several research centres. In collaboration with the Dean and Associate Dean(s), leads the communications, administrative and logistical arrangements for on-going faculty events and the Faculty's participation in university-level events. This position is part of the administrative team of the Dean’s Office and will also contribute to its general operations.

Responsibilities include: developing and implementing a strategic communications and marketing plan for the Faculty; actively promoting the Faculty's profile with target audiences in keeping with the goals of the plan; writing and editing articles and news releases for the Faculty; overseeing publications and promotional materials, including writing, editing, layout design and copy production; maintaining the Faculty's website as an effective communications vehicle and liaising with academic units; incorporating social media into the Faculty's communications and marketing strategy and managing social media activities for the Faculty; providing University Communications + Marketing with Faculty contributions for university publications, initiatives and campaigns; ensuring that the Faculty's communications, marketing and media relations activities meet UVic guidelines and standards, and receive appropriate approvals; creating and maintaining an effective working relationships with University Communications + Marketing; providing support to the Dean and Associate Dean(s) with student recruitment and experience initiatives.

3. Key Responsibilities and Expectations (identify 3 to 5 key responsibilities and expectations for each)

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<th>Key Responsibilities</th>
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<td>Strategic Communications &amp; Marketing (40%)</td>
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<td>• Develop and implement a strategic communications and marketing plan for the Faculty and actively promote the Faculty’s profile within the university's overall positioning.</td>
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• Respond swiftly to all media inquiries and requests for interviews in an effort to accommodate tight news deadlines. Develop a knowledge of areas of expertise within the Faculty and connect members of the media with the appropriate resource.

• Establish media and other professional contacts to facilitate the frequent placement of news articles on Faculty developments and faculty and student accomplishments.

• Attend weekly meetings with University Communications + Marketing and inform the UC+M team of any news or events that may have campus-wide or external interest.

• Meet regularly with Chairs/Director and faculty to gain an understanding of their disciplines and to discuss recent successes, initiatives, etc.

Oversee Publications and Promotional Materials (20%)

• Oversee publications and promotional material aimed at the general public and specific audiences (e.g., prospective students), including writing, editing, and copy production, highlighting the academic and research successes, initiatives and other notable achievements of faculty, staff and students from the Faculty of Science within the framework of the UVic Edge and in accordance with university brand guidelines.

• Research, write and edit articles and news releases for the Faculty.

• Lead development of communications materials and coordinate with participating units/groups, including the Alumni Development team when appropriate.

Updating and maintaining the Faculty of Science website (20%)

• Write or identify, coordinate and edit submissions for University Communications + Marketing publications.

• Lead the development and implementation of engaging content for the Faculty’s web presence including the use of strong storytelling, photography and video.

• Manage website and liaise with academic units to ensure faculty and unit websites comply with UVic branding standards.

• Liaise with the UC+M web coordinator and with academic units to ensure unit websites exhibit a look and feel consistent with the university brand guidelines and display accurate and engaging persuasive content.
**Event Coordination & Special Projects (20%)**

- Incorporate and manage a sustainable social media strategy into the Faculty’s communications and marketing strategy.
- Participate in the planning, and lead the administrative and logistical arrangements for ongoing faculty events (e.g., Honours Fest, Awards reception) and the faculty's participation in university-level events (e.g., New Student Orientation, Programapalooza).
- Provide support to the Dean and Associate Dean(s) with student recruitment and experience initiatives including activities for international students, student residences, academic program fairs, New Student Orientation, etc.
- Assist Associate Dean Academic on recruitment and retention initiatives, including leading or participating in planning committees for events and developing communications plans and materials.
- Provide assistance to the Dean and Associate Dean(s) when required for any special projects that arise.

### 4. Classification Factors:

(a) Independence of action, authority and decision making:

   Responsible for developing communication strategies and objectives for the Faculty in conjunction with the Dean and Associate Dean(s). Once the objectives and strategy are approved, the position is responsible for making decisions in the development and implementation of the communication methods, practices, procedures, and production of the materials. Acts as the direct Faculty contact with media outlets.

(b) Accountability – scope and impact:

   Communication goals and objectives are set in collaboration with the Dean and Associate Dean(s). The position is responsible for developing and implementing a successful strategic communications and marketing plan for the Faculty, the impact of which could affect the entire Faculty. The position is responsible for overseeing the content of publications and promotional materials for the Faculty, which could also have a considerable impact on the Faculty. In the role of maintaining the Faculty’s website and social media activities, this position has a very significant impact in assuring content and messaging accurately reflects the Faculty and its members as well as the University of Victoria. The position is also responsible for ensuring that the Faculty's communications, marketing and media relations activities meet UVic guidelines and standards and receive appropriate approvals.

(c) Supervision given and received:

   Will work independently and with limited direct supervision. Provides advice and guidance to the faculty and staff on communication guidelines, standards, practices and processes.
(c) Budget, Financial & Material resources:

Makes recommendations for expenditures associated with social media, promotional materials and web development.

(d) Problem-Solving

Is responsible for identifying communication issues that may affect the Faculty's reputation and developing strategies to handle these issues effectively.

5. Summary of qualifications:

A Bachelor's degree in communications or journalism, or a related field plus 3 years of communications experience.

Experience must include communications planning, writing, editing, and graphic design in the creation and design of print materials, and developing and managing the content of websites, with a high degree of familiarity with social media.

An equivalent combination of education and experience may be considered.

Skills, abilities and knowledge

• Strong organizational skills with ability to manage multiple projects, prioritize, make decisions independently, be self-motivated, and consistently meet deadlines.
• Proven strength in written and oral communications, including demonstrated expertise in research, writing, and editing.
• Experience in developing, implementing and evaluating communications plans and materials.
• A high degree of familiarity and experience with content management systems, social media and website management.
• Ability to meet deadlines, multi-task and prioritize.
• Ability to adapt writing style to a variety of purposes and audiences.
• Ability to work effectively with a variety of people in a complex, decentralized work environment.
• Strong computer skills and excellent knowledge of MS Office Programs is a requirement.
• Evidence of ability to develop strong relationships with news media would be considered an asset.
• Experience with desktop publishing software would be considered an asset.

Date of Submission: ____________________________________________

Signature of Responsible Manager: ________________________________