1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991930</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Title</td>
<td>Web Content and Communications Coordinator</td>
</tr>
<tr>
<td>Department</td>
<td>Ocean Networks Canada</td>
</tr>
<tr>
<td>Reports to</td>
<td>Communications Manager</td>
</tr>
<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0  Indirect 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 7</td>
</tr>
<tr>
<td>Last Updated</td>
<td>December/2018</td>
</tr>
</tbody>
</table>

2. Position Summary

Ocean Networks Canada (ONC) is a world-leading organization supporting ocean discovery and technological innovation. ONC is as a not-for-profit society that operates and manages innovative cabled observatories on behalf of the University of Victoria that supply continuous power and Internet connectivity to various scientific instruments located in coastal, deep-ocean and Arctic environments. ONC’s cable arrays host hundreds of sensors distributed in, on and above the seabed, along with mobile and land-based assets. These strategically located instruments address key scientific and policy issues (subsea earthquakes and tsunamis, ocean acidification, marine biodiversity, etc.) within a wide range of environments.

The Communications team delivers communication services and products to raise the national and international profile and generate brand recognition of ONC consistent with ONC’s Strategic and Annual Program Plans. The team is responsible for developing consistent and clear messaging and brand implementation engaging a host of creative communications products and services to tell engaging stories that promote ONC’s unique capabilities across all divisions of corporate operations, science, observatory operations, innovation, learning and user engagement to a host of key audiences and stakeholders.

The Web Content and Communications Coordinator (WCCC) reports to the Communications Manager and works collaboratively with a team of communication professionals. The WCCC uses their expertise to develop web content, coordinate ONC’s web refresh and new brand rollout, coordinate internal communications, and support other communication activities as needed.

Due to the nature of the work, this position may be required to work outside regular business hours.
# 3. Key Responsibilities and Expectations

<table>
<thead>
<tr>
<th>Key Responsibilities % of time</th>
<th>Expectations:</th>
</tr>
</thead>
</table>
| **Web Content Refresh 50%**   | • Work with the Communications Manager to coordinate the website refresh project.  
• Coordinate a web content audit with ONC division staff, reviewing and cataloguing web content to be updated or removed.  
• Act as a liaison between ONC, the external web contractor ONC’s President and CEO, and the web working group of ONC department members to coordinate meetings, meet timelines, and obtain input on how the refreshed website can support ONC’s goals.  
• In consultation with the Communications Manager and division staff write new and update existing content for the website; ensure all content is in plain language, relevant, correct, and adheres to ONC’s brand narrative, voice, and tone.  
• Write stories about new science discoveries through inquiry and collaboration with the ONC Science team.  
• Coordinate and write fact sheets and backgrounders for the web and media activities. |
| **Brand Rollout 25%**         | • Work with the Communications Manager to coordinate the rollout of the refreshed brand internally and externally by coordinating meetings, ensuring feedback in a timely manner and creating policies and procedures for rollout.  
• Coordinate and support the Communications team and internal brand ambassadors in the utilization of the new branding across platforms and departments.  
• Coordinate brand training across ONC departments.  
• Assist with the development of content templates for various mediums to maintain consistency and cohesiveness across communication platforms.  
• Support updating of ONC’s style guides, processes and procedures for approvals of content in line with the refreshed brand across all communications platforms, including the web. |
| **Campaign, International Communications & Documentation Support 25%** | • Support the Communications team with core campaigns including expeditions, conferences and workshops (may include travel).  
• Engage staff across the organization to continually improve internal communications (stories and podcasts) with the aim of creating a better flow of information across the organization resulting in better informed and more connected employees.  
• Work with Media Relations Lead and UVic Communications + Marketing staff to coordinate a crisis management plan outlining multiple scenarios, processes and procedures, responsible staff and key messaging.  
• Provide coverage and support for social media platforms (Facebook, Twitter, Instagram, and LinkedIn) and coordinate planning for high level activities. |
### 4. Classification Factors:

#### Problem-Solving:

The WCCC uses their communications knowledge and experience, in-depth investigation and judgment, to identify, recommend, and coordinate a wide variety of web content and campaign strategies that meet stated Communications Strategic and Annual Program Plan goals as well as Uvic Communications + Marketing goals. This position copy writes and edits relevant, clear, plain language stories in collaboration with ONC staff, promoting ONC's high-tech advances and scientific discoveries; this requires the ability to understand and translate complex scientific concepts into accessible language for a broad audience.

#### Responsibility for Financial & Material resources:

This position will assist the Communications Manager with the processing of contracts, invoices and billings.

#### Responsibility for Human Resources:

This position will provide communications guidance to staff across ONC with regard to the web refresh and refreshed brand rollout.

#### Impact of Decisions and Actions:

The WCCC uses their communications knowledge, organizational expertise, writing and editing skills and experience to create and update web content, and develop templates, inform processes and procedures and in so doing support the successful web refresh and new brand rollout.

#### Independence:

The WCCC priorities are determined by the Communications Manager, however this position works with a large degree of autonomy in completing day-to-day duties to meet priorities.

This position follows established project plans and objectives, receiving guidance and direction from the Communications Manager and external contractor. Content development work is informed by ONC division staff. The WCCC’s actions and decisions serve to facilitate and inform the web refresh and the refreshed brand, and contribute to the projects’ overall success. Work is evaluated based on results.

### 5. Summary of Qualifications:

University degree with concentration in relevant field and a minimum of 2 years of experience.

**Experience requirements:**
- Experience developing, implementing and evaluating communication materials.
- Proven strength in written and oral communications, including demonstrated expertise in research, writing, and editing.
- Experience with web content management.

An equivalent combination of education and experience may be considered.

**Competency requirements:**
- Ability to take complex scientific and technical information and make accessible across broad audiences through research, inquiry and compelling story writing.
- Ability to adapt writing style to a variety of purposes and audiences.
• Strong communication skills both written and verbal.
• Excellent organizational skills with ability to manage multiple projects and meet deadlines.
• Strong attention to detail and accuracy.
• Ability to prioritize.
• Excellent analytical, critical thinking and problem solving skills.
• Ability to collaborate with internal clients and work effectively with a wide range of individuals.
• Strong interpersonal skills demonstrating maturity, tact, diplomacy and sound judgment.
• Ability to work independently and collaboratively in a team environment.
• An energetic self-starter that is able to work in a fast-paced environment, multitask and meet tight deadlines.
• Willingness to learn new platforms and technologies.

Assets:
• A fresh and engaging writing style that demonstrates strong storytelling and editing skills.
• Passion for the advancement of scientific knowledge and understanding.

<table>
<thead>
<tr>
<th>Employee's Signature:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager's/Supervisor's Signature</td>
<td>Date:</td>
</tr>
</tbody>
</table>