PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>992048</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Communications Officer</td>
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<tr>
<td>Department</td>
<td>Indigenous Academic and Community Engagement</td>
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<tr>
<td>Reports to</td>
<td>IACE Manager</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>SG 11</td>
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<tr>
<td>Last Updated</td>
<td>December 2018</td>
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2. Position Summary

The Office of Indigenous Academic and Community Engagement (IACE) builds upon the principles and values articulated in both the University of Victoria’s Strategic and Indigenous plans. For Indigenous people, these plans make a commitment to education that redresses the historical and continued barriers that accessing and participating in post-secondary education has created. The IACE office is committed to building and strengthening respectful relationships with Indigenous communities locally, provincially, nationally and internationally. The office strives to create an extraordinary academic and culturally responsive environment, where students, staff, faculty and community members experience the university as a welcoming, supportive, safe environment in which Indigenous values, language and culture are evident.

Reporting to the IACE Manager, the Communications Officer develops and implements a strategic external and institution-wide internal communications and marketing plan and initiatives that emphasize IACE’s and the university’s strengths, identifies and anticipates potential issues that might adversely impact IACE and the university’s reputation, and works to strengthen relationships. The Communications Officer leads IACE communications initiatives and activities, including communications planning for specific projects, media relations, writing and editing a variety of materials (e.g. Ring stories, web content, newsletters), social media, issues communications, marketing of special events, and IACE website maintenance. The position contributes to university publications, initiatives and campaigns working closely with University Communications and Marketing (UC+M) staff and ensuring the broad promotion and consistent usage of IACE branding and UC+M guidelines across campus and online.

This position together with other IACE staff works as a team ensuring the sharing of relevant and timely information and engaging in informal team interactions and formal team meetings in order to contribute to coordination and team effectiveness. As with all IACE staff, the Communications Officer participates in learning and professional development opportunities and contributes to knowledge exchange and quality improvement initiatives.

Of critical importance to this position is an intimate knowledge of Indigenous ways of knowing and being. Cultural competency, including an in-depth understanding of colonization, decolonization, land issues, cultural protocols, and settler/Indigenous relationships is essential.
This position will support programs, initiatives and events hosted by IACE that may take place in the evenings or on the weekends and requires the ability and willingness to work these hours as required.

## 3. Key Responsibilities and Expectations

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<th>Key Responsibilities</th>
<th>Expectations</th>
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<tbody>
<tr>
<td>% of time</td>
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<tr>
<td><strong>Strategic Communications and Marketing 30%</strong></td>
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<tr>
<td>• Develop and implement a strategic external and institution-wide internal communications and marketing plan for the department that aligns with the strategic objectives of UVic, IACE priorities and objectives and Indigenous Plan goals and actions</td>
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<td>• Collaborate with the Indigenous Initiatives Coordinator on the development of an Indigenous community communications strategy</td>
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<td>• Increase visibility and general awareness of UVic’s strengths in Indigenous programs and research and specifically IACE programs, services, events and initiatives through:</td>
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<td>o identifying story telling opportunities and content</td>
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<tr>
<td>o using a variety of communication tools (e.g. Ring stories, web, social media, newsletters, video, digital signage etc.); and by</td>
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<td>o making connections and building relationships with Indigenous communities, organizations, students, groups on campus, etc.</td>
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<td>• Develop communication messages for IACE to engage and inform a variety of audiences, both internal and external such as Indigenous communities, prospective and current Indigenous students, university staff, and other stakeholders, to inform them of IACE programming, services, events etc.</td>
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<td>• Liaise with IACE, UC+M and other university staff, as well as Indigenous community members and students, to inform the development of relevant communication strategies and messages</td>
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<td>• Ensure communications messages and materials are reflective of Indigenous ways of being and knowing, reflective of the diversity of Indigenous communities, respectful Indigenous cultural protocols, and correspond with IACE, Indigenous Plan, and UVic strategic goals and objectives</td>
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<td>• Build relationships, processes and opportunities to seek out and share IACE and student successes and discoveries, and with faculty to identify important research or project outcomes for key external audiences</td>
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<td>• Provide advice and guidance to university staff regarding Indigenous communication and marketing</td>
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<td>• Measure the effectiveness of communications messages and channels on an ongoing basis and proactively identify strategies to review and amend the communications plan to better suit target audiences</td>
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<td>• Use website assessment tools to identify gaps, needs and changing expectations of users</td>
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- Participates in IACE and university level committees, working groups and initiatives providing Indigenous communications support and guidance and IACE insights and analysis
- Develop and maintain a strong working relationship with UC+M

**Communication Materials, Website, Social Media 30%**

- Develop communications materials such as newsletters, student profiles etc. for a variety of audiences, including writing, editing, and copy production
- Identify, research, generate, write and edit stories to communicate and engage IACE audiences and stakeholders
- Coordinate development and maintenance of IACE web content and web-based materials
- Manage IACE’s social media presence, including the creation and organization of content and editing of posts
- Create student focused promotional materials such as posters, brochures, videos, signage, etc.
- Manage IACE digital signage
- Lead communications projects such as the university's Indigenous web project, or the restructuring of the IACE website
- Collaborate with the Manager Community Engagement in the development of outreach materials; and with other IACE staff on the development of other communication materials
- Review, edit and provide advice on institutional publications and documents and communications and marketing guidelines ensuring they are respectful of Indigenous cultural protocols
- Ensure the broad promotion and consistent usage of IACE branding and UC+M guidelines across campus and online
- Collaborate with UC+M on institutional initiatives as appropriate e.g. uvic.ca redesign

**Media Relations and Issues Management 30%**

- Respond in a timely manner, often on short notice and within very tight deadlines, to sensitive media requests that demonstrate expertise
- Identify and act on opportunities to emphasize IACE and university's strengths (e.g. key Edge research areas) for positive media coverage; leverage expertise and showcase IACE at national, provincial level to meet IACE and institutional objectives
- Contribute to UC+M bi-weekly staff meetings
- Build strong relationships with members of the media
- Develop a knowledge of areas of expertise within IACE and the university and connect members of the media with appropriate resources
- Direct pitch high potential news stories to media and work directly with reporters and editors to promote their use of news releases, media tips and expert advisories
- Produce a range of communications materials (e.g. communications plans, news releases, backgrounders, multimedia assets) to communicate stories about IACE and publicize major events, etc.
- Identify and plan communications for potential public issues that might adversely impact IACE and the university
- Immediate or short term issues - provide strategic advice to senior administration; prepare spokesperson for media interviews, as required
- Contribute to bi-monthly UC+M Media Relations and Public Affairs team story-meetings and strategy sessions while
4. Classification Factors:

Problem-Solving:

Tackles highly complex and unique problems involving Indigenous and non-Indigenous audiences and stakeholders both on and off campus.

Utilizes their communications expertise, analytical skills and judgment to manage the communication with Indigenous communities, students and other supporting audiences such as parents as well as non-Indigenous communities. The position needs to present content that reaches diverse audiences and conveys information clearly and correctly, and demonstrates an understanding of Indigenous ways of being and knowing, reflects the diversity of Indigenous communities, and a respect for cultural protocols. The Communications Officer must be sensitive to reputational risks, confidential and sensitive matters, as well as have strategic foresight to identify possible pitfalls as well as identify future collaborations and possibilities.

Utilizes a collaborative approach for working with a variety of stakeholders is necessary in order to develop and deliver appropriate communications. This includes working with multiple internal and community stakeholders and constituencies on high-profile topics while ensuring that diverse interests are appropriately consulted and represented. This position must establish a high degree of trust across Indigenous communities respectfully connecting with Elders, community partners, chief and council members, students and faculty/staff to prepare a range of communications materials, develop, recommend and implement strategies including choosing and utilizing an appropriate voice and tone for each audience. As cultural protocols vary from nation to nation, this position will need to navigate culturally diverse situations and respond to cultural differences to communicate in a culturally relevant way appropriate to the group(s) they are working with.

Responsibility for Financial & Material resources:

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

Responsibility for Human Resources:

Provides advice and guidance to staff on communication strategies, guidelines, standards, practices and processes.

Impact of Decisions and Actions:

Has a significant impact in assuring that content and messaging accurately reflects IACE and UVic. The Communications Officer works collaboratively with other units on campus in the development and implementation of communication strategies, plans and initiatives, and is responsible for overseeing the content of communications and promotional materials for multiple stakeholders. Effective development and delivery of initiatives on various platforms including website and social media will assist the department and university in its efforts to: provide effective support to students, further IACE and Indigenous Plan goals and actions, fulfill community communication outreach goals, and enhance student retention and success.

Administration 10 %

- Maintain a digital and paper inventory of IACE communication materials e.g. photos, videos, newsletters, etc.
- Develop and maintain an internal list of students, staff, community members and others available to speak about IACE programs, services and initiatives.
Adopts a strength-based approach to Indigenous initiatives to ensure positive reports that will support Indigenous cultural resurgence and ensure that Indigenous peoples are reflected in a positive nature. When being interviewed by media innovative approaches are employed answering questions to ensure the information provided is always strength-based.

Collaborates in the development of materials that guide the implementation of IACE programs, services and initiatives for Indigenous students across the university.

**Independence:**

Develops communication strategies and objectives for IACE in conjunction with the Executive Director and Manager. 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, content and production of the materials. This position acts as the contact for external media outlets and serves in an institutional advisory role.

Has significant independence with determining culturally relevant ways to communicate stories, taking into consideration the level of discretion needed in order to write a story about culture, ceremony and protocol, as often there are cultural teachings that are not meant to be shared outside of the group they belong to.

**5. Summary of qualifications:**

This position requires a Bachelor's degree in communications or journalism, or a related field plus 3 years of communications experience, and

- Experience in writing and editing a variety of mediums
- Experience developing and managing the content of websites, including the use of content management systems
- Experience in developing, implementing and evaluating communications plans and materials
- Experience using social media as part of organizational strategy

An equivalent combination of education and experience may be considered, including volunteering and community work.

**Knowledge requirements:**

- Colonization and the myriad of issues that arise from colonization i.e. racism, mental health, addiction
- Local Indigenous communities’ history and social circumstances
- Indigenous issues, particularly as they relate to post-secondary education and local Indigenous communities
- Understanding of appropriate protocol with Indigenous communities and organizations, particularly Coast and Straits Salish

**Skill requirements:**

- Ability to work cross-culturally, in particular across the range of urban and First nations communities
- Ability to work effectively and respectfully with Indigenous students, Elders and community members
- Ability to work effectively with a variety of people in a complex decentralized environment
- Strong organizational skills with ability to manage multiple projects, prioritize, make decisions independently, be self-motivated, and consistently meet deadlines
- Proven superior ability in written and oral communications, including demonstrated expertise in research, writing, and editing a range of materials
- Ability to work under pressure to meet deadlines, multi-task and prioritize
- Ability to adapt writing style to a variety of purposes and audiences
- Ability to work effectively with diverse populations and all levels of university personnel and community stakeholders
- Strong computer skills and excellent knowledge of MS Office Programs is a requirement including experience with desktop publishing software

**Assets:**
- Experience with graphic design in the creation and design of print and multimedia materials

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