PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position Title</td>
<td>Communications Officer</td>
</tr>
<tr>
<td>Department</td>
<td>Faculty of Engineering</td>
</tr>
<tr>
<td>Reports to</td>
<td>Dean of Engineering</td>
</tr>
<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct_______ Indirect_______</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG7</td>
</tr>
<tr>
<td>Last Updated</td>
<td>October 2018</td>
</tr>
</tbody>
</table>

2. Position Summary

Engineering is one of the fastest growing Faculties at the University of Victoria, with a student population of more than 2900 and a complement of over 90 regular faculty members and 50 support staff across four departments and a number of research centers.

Reporting to the Dean, the Communications Officer develops and executes strategic communications and engagement plans, products and events in support of the Faculty of Engineering’s strategic directions and annual operational plan, with a clear objective to raise the profile of the Faculty’s research, teaching and student achievements with identified target audiences.

Working in collaboration with the Executive members of the Faculty partners, department chairs, research centre directors, and Alumni and Development, the Communications Officer identifies key communications goals and outcomes, and leads all Faculty communications initiatives and activities. This includes communications planning, media relations, writing and editing a variety of materials (e.g. Ring stories, web content, newsletters), social media, website management, issues communications, marketing of special events, and providing advice and guidance, as necessary, for internal communications and other Faculty communications services. The position works closely with University Communications and Marketing (UC+M) to identify and create content that aligns with the university’s strategic priorities to ensure the broad promotion and consistent usage of the Faculty’s branding and UVic brand guidelines across campus and online.

This position will support programs, initiatives and events of the Faculty 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

<table>
<thead>
<tr>
<th>Key Responsibilities. % of time</th>
<th>Expectations:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic Communications 30%</strong></td>
<td>• Develop and implement a comprehensive communications plan for the Faculty that aligns with UVic’s strategic priorities, including those in the Strategic Framework, the Faculty of Engineering’s strategic directions and objectives, and the university’s multi-year institutional communications and marketing and student enrolment management plans,</td>
</tr>
</tbody>
</table>


specifically collaborating with the department chairs on the development of communications strategies in support of recruitment targets and objectives

- Increase visibility and community profile of Engineering’s research and teaching strengths with priority audiences by:
  - identifying story telling opportunities and content
  - using a variety of communication tools (e.g. Ring stories, web, social media, faculty newsletter, video, digital signage etc.)
  - making connections and building relationships
  - working with faculty members on presenting the research program to the public (including websites), and particularly to target audience segments

- Work closely with UC+M and other university staff to develop relevant communication strategies and messages

- Develop communication messages to engage and inform a prioritized set of key audiences, both internal and external such as: STEM (science, technology, engineering and math) communities, prospective and current students, alumni, donors, university staff, and other stakeholders

- Build relationships, processes and opportunities to seek out and share Engineering student successes and research discoveries, which includes developing rapport with professors to identify important, strategic research or student outcomes for key external audiences

- Meet regularly with Chairs/Directors and faculty to gain an understanding of their disciplines and to discuss recent successes, programs, initiatives, etc. within the context of the overall Faculty of Engineering communications strategy

- Attend Faculty Executive meetings to ensure strategic communications are proactively managed

- Measure the effectiveness of communications messages and channels regularly and proactively identify or make recommendations to the Dean to amend strategies to better suit target audiences

- Use website and social media assessment tools to identify gaps, needs and changing expectations of users

<table>
<thead>
<tr>
<th>Communication Materials, Website, Social Media</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lead the development of communications materials and coordinate with participating units/groups, including Student Recruitment, Engineering Co-op and the Faculty’s Alumni and Development team</td>
<td></td>
</tr>
<tr>
<td>• Manage the Faculty’s social media profile within the university’s social media framework to enhance the focus on student recruitment</td>
<td></td>
</tr>
<tr>
<td>• Editorial responsibility for the Faculty’s bi-annual alumni newsletter, <em>EngineerRing</em></td>
<td></td>
</tr>
<tr>
<td>• Write and edit stories to communicate and engage Engineering audiences and stakeholders, including submissions for UC+M publications</td>
<td></td>
</tr>
<tr>
<td>• Oversee Faculty publications and promotional material aimed at the general public and specific audiences (e.g., prospective students, alumni and donors), including writing, editing, and copy production, highlighting the academic, research and philanthropic successes, initiatives and other notable achievements of faculty, staff, students and alumni within the framework of the UVic Edge and in accordance with university brand guidelines</td>
<td></td>
</tr>
</tbody>
</table>

C
ommunicati
o
n

Materials, Website, Social Media

30%
• Lead the development and implementation of engaging content for the Faculty's web presence including the use of strong storytelling, photography and video with a focus on student recruitment
• Manage designated sections of the Faculty’s website and liaise with the UC+M web coordinator and with academic units to ensure unit websites exhibit a look, feel, structure and function consistent with the university brand design guidelines and display accurate, engaging and persuasive content
• Direct and develop a social media plan that integrates communication strategies and tactics, and leverages editorial content across multiple programs and audiences

Recruitment, Event Coordination & Special Projects 20%

• Work with key Faculty of Engineering stakeholders, identify student recruitment needs and priorities, participate in planning committees for events, and develop communications plans and materials to meet those needs
• Work closely with the University’s Office of Student Recruitment and Global Engagement to ensure coordination of recruitment efforts
• Create presentations, brochures and digital materials designed to recruit undergraduate students
• Coordinate the Faculty’s involvement in key recruitment and conversion events such as Discover UVic and Explore UVic. May be a presenter at these types of events.
• Coordinate the Faculty’s participation in an identified set of community/stakeholder events that showcase Engineering’s research strengths and which align with the Faculty’s strategic direction, includes partnering with the Research Partnerships and Knowledge Mobilization office and other campus units such as the Coast Capital Savings Innovation Centre. Community engagement opportunities may (e.g. Discover Tectoria, BC Tech Summit, the Globe Forum and others)
• Organize trips for Faculty representatives to visit prospective transfer students
• Assist the Dean and Associate Dean(s) when required with any special projects that arise.

Media Relations and Issue Communications 20%

In consultation and close collaboration with University Communications + Marketing:
• Respond in a timely manner, often on short notice and within very tight deadlines, to media requests in order to demonstrate faculty and research expertise
• Identify and act on opportunities to emphasize Engineering’s and the university’s strengths for positive media coverage; leverage expertise and showcase the Faculty of Engineering
• Build relationships with members of the media throughout BC, regionally and nationally
• Develop a knowledge of areas of expertise within Engineering and the university to connect members of the media with appropriate resources
• 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 Engineering and publicize major events, etc.
• Contribute to communications for potential public issues that might adversely impact Engineering and the university
• Provide strategic advice to Faculty executive on immediate or short-term issues; prepare spokesperson for media interviews, as required
• Contribute to UC+M weekly huddles by bringing forward Engineering research and student achievement/experience story ideas for university-wide communication channels and inclusion in UVic campaigns and initiatives
• Contribute to bi-monthly UC+M media relations and public affairs team meetings and strategy sessions by identifying any Engineering news or events that may have institutional or external interest

4. **Classification Factors:**

**Problem-Solving:**
Is responsible for identifying communication issues that may affect the Faculty’s reputation and developing strategies to handle these issues effectively.

**Responsibility for Financial & Material resources:**
Makes recommendations for expenditures associated with social media, promotional materials and web development.

**Responsibility for Human Resources:**
Will work independently and with limited direct supervision. Provides advice and guidance to the faculty and staff on the university’s communication guidelines, standards, practices and processes.

**Impact of Decisions and Actions:**
Communication goals and objectives are set in collaboration with the Dean and Associate Dean(s)

This position has a very significant impact in assuring that content and messaging accurately reflects the Faculty of Engineering and UVic. The incumbent 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/audiences. Effective development and delivery of initiatives on various platforms including website and social media will assist the Faculty and university in its efforts to: further Engineering strategic goals and initiatives, fulfill communication goals, enhance student recruitment and inspire philanthropic investment in the Faculty.

In the role of web content manager and directing social media activities, this position has a very significant impact in assuring content and messaging accurately reflects the excellence of the Faculty and its members as well as the University of Victoria. The position is also responsible for ensuring that the Faculty’s communications and media relations activities meet UVic guidelines and standards and receive appropriate approvals.

**Independence:**
Responsible for developing communication strategies and objectives for the Faculty in conjunction with the Dean and Associate Dean(s) and within the university’s communications and marketing, and student enrolment management frameworks. Once the objectives and strategy are approved, the position is responsible for decisions that affect the development and implementation of communication methods, practices, procedures, and production of materials. The incumbent will have considerable independence and is accountable for performance of the role’s duties and meeting the objectives established with Dean and Associate Dean(s). The incumbent is expected to understand the decisions within the scope of their position and those that must be consulted on with Faculty leadership. Acts as the direct Faculty contact with media outlets within the university’s media relations structure.
5. Summary of qualifications:

This position requires a Bachelor’s degree in public relations, mass communications or journalism, or a related field plus a minimum of 3 years of communications experience, including:

- Communications planning, writing, editing, and developing and managing the content of websites, with a high degree of familiarity with social media
- Experience in developing, implementing and evaluating communications plans and materials

An equivalent combination of education and experience may be considered.

Knowledge requirements include:

- Website management and social media platforms, their respective participants (Facebook, Twitter, Snapchat, Vine, YouTube, Instagram, Pinterest etc.) and how each platform can be optimally deployed in different scenarios

Competency requirements include:

- 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 for a variety of purposes and audiences
- Evidence of media relations experience and the ability to develop strong relationships with news media
- Excellent analytical, critical thinking and problem solving skills
- 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.
- Superior communication skills, both written and verbal
- Ability to build and maintain productive working relationships with all stakeholders
- Ability to work independently and collaboratively in a team environment
- Proven track record achieving project goals on time and produce deliverables of a high quality
- Demonstrated administrative and organizational skills

Assets or Preferences:

- Experience with post-secondary institutions
- Knowledge of STEM fields and/or technical writing, particularly the ability to synthesize technical content and transform it into plain and engaging language that illustrates social impact
- Event coordination experience
- Understanding of the principles of good design in print and multimedia materials and how to work effectively within established organizational design structures

<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>