PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991868</th>
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<tr>
<td>Position Title:</td>
<td>News and Social Narrative Coordinator</td>
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<tr>
<td>Department:</td>
<td>University Communications + Marketing</td>
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<td>Reports to:</td>
<td>Manager, University Internet Strategies</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct_____ Indirect_____</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 10</td>
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<tr>
<td>Last Updated</td>
<td>March/2019</td>
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2. Position Summary

**University Communications + Marketing** provides strategic leadership and tactical support to assist UVic to realize its vision of being a university of choice for outstanding students, faculty and staff from BC, Canada and around the globe; strengthen its position among the best universities in Canada and the world; and achieve recognition for UVic’s significant contributions toward the betterment of global society. The department ensures that UVic’s communications and marketing initiatives are aligned with the needs of the university’s most significant target audiences, and focused on what makes UVic distinct. Communications + Marketing leads the development and promotion of a consistent institutional narrative, a compelling and strategic long-term positioning for UVic, and an institutional communications and marketing plan aimed at promoting UVic’s interests in the competition for students, faculty, staff, financial support and institutional reputation.

With the direct guidance of the university’s Executive Council, the department works with academic and administrative units as partners, to make the most effective use of university resources to advance unit and institutional priorities. Communications + Marketing is organized into six highly collaborative teams arranged around its main areas of responsibility: Media Relations and Public Affairs, Strategic Marketing, Internet Strategies, Creative Development, Internal Communications and Publications, and Administrative Support.

Reporting to the Manager, University Internet Strategies, the News and Narrative Coordinator will work with the Ring editor and the Coordinator, Web Design and Development to fulfill two of the strategic mandates of University Communications + Marketing:

With the Ring editor, this position will be responsible for supporting the development of strategic and reputation-based university stories in the UVic News Management System. This involves the research and development of new stories, and rewriting and/or supplementing existing stories appropriate to each medium (especially writing for the web). Other duties will include support of the Ring editor in the regular ongoing production of The Ring, and may include the research and development of new stories, maintenance of the UVic News website, social media, etc. The position also entails involvement in and contributions to the campus communications and engagement strategy under the direction of the manager of internal communications and publications.

With the Coordinator, Web Design and Development, responsibilities include directing all campus units on the correct use of the university web template to ensure a common look and feel and basic accessibility; advising units with respect to consistent site planning, design elements (photography, iconography, etc.), interaction, content strategy, content
management, and other elements of the implementation of websites as effective communications and marketing tools; coordinating central resources on behalf of unit website projects; providing support to University Communications + Marketing for central web sites and service as required; and participating in the creative and strategic direction for projects and initiatives that are reflective of emerging trends in internet communications.

During the term of this position, responsibilities will specifically include contributions to the redevelopment of the central UVic.ca website, including specific research and recommendations regarding Search Engine Optimization and website accessibility.

### 3. Key Responsibilities and Expectations

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<th>Key Responsibilities.</th>
<th>Expectations:</th>
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#### Website coordination and development 50%
- Directing campus units on the correct use of the university web template
- Advising units with respect to consistent site planning, design elements (photography, iconography, etc.), interaction, content strategy, content management, etc.
- Coordinating central resources on behalf of unit website project
- Developing websites in Cascade as required by units without internal support (chargeback service)
- Providing support to University Communications + Marketing for central web service as required
- Participating in the creative and strategic direction for new projects and initiatives
- Supporting DU-IT development and UVic.ca redesign

#### UVic News support 40%
- Researching and developing new news stories and other strategic narratives
- Rewriting and/or supplementing existing stories appropriate to various media
- Supporting Ring newspaper production
- Maintaining the Ring website

#### University narrative discovery and development 10%
- Determining story potential for development across various channels
- Tracking success of stories across each medium
- Researching and consulting to improve the campus communications and engagement strategy

### 4. Classification Factors:

**Problem-Solving:**
Service delivery, project and partnership activities require analysis of varying problems as well as judgment. Investigation may be required to modify methods and procedures.

**Responsibility for Financial & Material resources:**
This position is not responsible for any ongoing unit budgets, but is frequently required to make detailed and informed recommendations regarding resources or services (e.g. photography, videography, etc.) required to support projects and with a dollar value ranging up to $10,000. This position shares responsibility for the content management system and for making related recommendations including those related to the development and maintenance of primary UVic webpages (shared with other communications + marketing positions and with university systems).
Responsibility for Human Resources:

This position establishes and works with many groups across campus to create new websites, redesign existing sites, and enhance sites with new functionality. This often requires working with teams from each unit to coordinate resources and directing project execution, as well as direct involvement with development of sites. While sites are subject to the approval of the unit head, supervision is not given during site development and accountability is maintained during project final review.

As in (b) collaboration with Ring, media relations and internet strategies is ongoing, but there is no ongoing supervision, and accountability is maintained during periodic reviews.

This position will regularly make use of work study student assistance and will be required to direct and supervise their work in the execution of duties.

Impact of Decisions and Actions:

Collaborative involvement in decision-making has a major impact on the determination of the objectives, and the evaluation of specific projects, programs or services of a division or faculty; specifically in the development and implementation of internet communications infrastructure for faculties, departments and units across campus; and for the delivery of executive-driven messaging via the UVic home page and central service website.

Selection of narratives that illustrate the university’s key messages are made and delivered to the university community via social media, in collaboration with Ring and media relations teams.

- e.g. direction and assistance with the site planning, project management, and execution of unit websites and related projects across campus.
- e.g. At the direction of the Director of Communications + Marketing and/or members of the university Executive, make immediate changes to the university home page and central service pages, create new pages to respond to issues or timely announcements, often outside of regular business hours.
- e.g. Maintaining the university’s central Facebook site.

Independence:

Work for this position requires the development of methods, practices and procedures within broadly defined policies for University Communications + Marketing. These will include ongoing web development performed in collaboration with the Coordinator, Web Design and Development with minimal direction: this position may be responsible for decision making and project execution with partners across campus, from scoping decisions through project execution.

Additional responsibilities relating to ongoing identification of effective narrative opportunities for UVic (including traditional media, websites, social media, and emerging media); implementation and evaluation of best practices for these media (individually and in combination); and for creating and maintaining processes for producing effective narratives for the university that reflect our strategic priorities.

5. Summary of Qualifications:

This position requires a Bachelor’s degree in Communications (or related degree), with Computer Science experience or experience in a related field and four years of experience in internet technologies development and customer service.
Experience requirements include:
- project management
- Cascade CMS
- Popular social media platforms
- HTML/XHTML, CSS, web program scripting
- Complex content management systems and related technical infrastructure

Equivalent combinations of training, education and/or experience may be considered.

Competencies include:
- Ability to motivate creative and technical staff
- Excellent interpersonal and promotional skills
- Demonstrated analytical skills
- Ability to make decisions quickly and appropriately
- Excellent time management skills and an ability to prioritize workload, shifting attention among dynamic tasks and priorities in an environment with multiple competing client issues
- Strong written (web and print), oral communications and presentation skills
- Proficient in MS Office products and project management documentation

Preferences include:
- Experience with Search Engine Optimization and website accessibility
- Experience with enewsletters
- Experience gained in a post-secondary or similarly complex, large and unionized organization
- Established news writing portfolio

Employee’s Signature:  
Date:

Manager's/Supervisor's Signature  
Date: