# PEA Job Description

## 1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>991771</th>
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<tbody>
<tr>
<td>Position Title</td>
<td>Social Media Coordinator</td>
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<tr>
<td>Department</td>
<td>University Communications + Marketing</td>
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<tr>
<td>Reports to</td>
<td>Manager, Department and Unit Implementation Team</td>
</tr>
<tr>
<td>Number of Direct/Indirect Reports:</td>
<td>Direct <strong>0</strong> Indirect <strong>0</strong></td>
</tr>
<tr>
<td>Classification Level:</td>
<td>SG10</td>
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<tr>
<td>Current Incumbent:</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 seven 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, Department & Unit Implementation, and Administrative Support.

Reporting to the Manager, Department and Unit Implementation Team and taking direction from the Social Media Officer, the Social Media Coordinator is responsible for implementing the university’s social media strategy, content guidelines and standards for UVic’s main social media channels by:

- collaborating with UC+M teams to create and post social media content in line with each team’s social media strategy;
- creating photos, videos, blog posts, stories that are shared on social media and support the UVic Edge and institutional social media strategy;
- acting as UVic’s social media community manager;
- supporting and coaching communications officers in providing social media content that meets guidelines and standards;
- coordinating social media content submitted to the main UVic channels by communication officers around campus; and
- measuring the impact of social content through regular analytics.

This position supervises work-study students and is occasionally required to work outside of normal office hours.
### 3. Key Responsibilities and Expectations

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<tr>
<th>Key Responsibilities</th>
<th>Expectations:</th>
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| **Sharing UVic stories across social media channels** 30% | • Exercises sound judgement and tact in evaluating what is posted on social media on behalf of the university.  
• Creates and posts content for UVic’s main social media channels in line with university’s social media strategy.  
• Collaborates with UC+M teams to create and post social media content in line with each team’s social media strategy.  
• Coordinates (approve, edit and curate) social media content submitted by communication officers around campus using Hootsuite.  
• Following the direction of the Social Media Officer, implements the university’s social media strategy, content guidelines and standards for UVic’s main social media channels.  
• Supports and coaches communications officers and staff in other departments responsible for communicating with priority audiences in providing social media content that meets guidelines and standards.  
• Creates content calendar for social content considering university priorities such as the student recruitment cycle and brand campaigns, signature events and awareness days (e.g., World Oceans Day).  
• Researches emerging trends in social media and adjusts practices accordingly.  
• Provides the Social Media Officer with recommendations in developing the social media strategies for the university and UC+M teams. |
| **Create social content** 30% | • Creates photos, videos, blog posts, stories that are shared on social media and support the UVic Edge and institutional social media strategy as directed by the Social Media Officer.  
• As appropriate, creates content in collaboration with UC+M staff, communications officers, and staff in other departments responsible for communicating with priority audiences.  
• Supports high profile events through social media (Ideafest, Convocation, visits from government representatives).  
• Facilitates live tweeting, Instagram Takeovers, Facebook Live, Ask Me Anything events and other emerging live social media.  
• Uses Content Management Systems such as Cascade or WordPress to upload stories to the web.  
• Uses HTML and CSS to integrate dynamic social media content into websites as required.  
• Uses software and apps such as Photoshop, Lightroom, Quik, Adobe Clip, Canva to edit photos and social videos. |
| **Community management** 25% | • Moderates comments on UVic’s posts in a way that is consistent with UVic’s comment moderating guidelines as set by the Social Media Officer.  
• Responds to and engages in social media conversations about UVic in a way that creates a welcoming and inclusive experience for our community.  
• Responds to negative social media comments following UVic’s issue communications guidelines.  
• Monitors mentions of the university with a focus on improving customer service.  
• Listens to our community to uncover new stories and emerging trends.  
• Researches and implements ways to improve on how to get accurate answers in a more efficient manner.  
• Exercises judgement in recognizing issues that pose a reputational risk to the university and escalating them to the Social Media Officer. |
• During an emergency, provides backup social media support to the Social Media Officer in the Emergency Operations Centre.

**Measure impact and optimize 15%**

• Provides weekly and monthly analytics to UC+M teams and departments following the procedures developed by the Social Media Officer.
• Tracks engagement and trends, and evaluates impact of stories, issues and other shared content.
• Analyzes the performance of social media content and optimizes strategies based on findings.
• Measures impact of our efforts using social media and web analytics tools such as Hootsuite Impact, Hootsuite Insights, Google Analytics & UTM codes, Brandwatch, and platform-specific social media analytics (Facebook, Twitter, Instagram, LinkedIn).

### 4. Classification Factors:

#### Problem-Solving:

The incumbent will need to exercise judgement about what content to post on social media on behalf of the university, as well as how to respond to comments from the public. The incumbent must recognize when issues or critical comments require escalation. In order to provide actionable social media analytics, the incumbent will need to investigate and think critically about what should be measured and reported.

Service delivery and project activities require analysis of varying problems as well as judgment in the identification of solutions which are not always easily found. Investigation may be required to modify methods and procedures.

#### Responsibility for Financial & Material Resources:

This position has no formal budgetary responsibility. The incumbent is responsible for carrying out social media campaigns within budgets of up to $40,000 annually and is 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 creates photos, videos, blog posts and social media posts. This position also create analytics reports that are used in making decisions.

#### Responsibility for Human Resources

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.

This position is a subject-matter expert and is consulted frequently by leaders, faculty and staff from units across campus. This position provides consulting, training, advice and guidance on the creation of effective social media content. This position will work closely with communications officers in UC+M and faculties and units across the university to ensure that UVic social media content meets our content strategy and guidelines.

The Social Media Coordinator will instruct staff outside of UC+M in the effective use and interpretation of social media analytics.

#### Impact of Decisions and Actions:

Under the direction of the Social Media Officer, this position ensures the university is presenting itself strategically to priority audiences by using social media. This includes sharing content that strengthens the university’s reputation, as well as choosing not to post content that would damage its reputation.

Individual decisions and actions have a major impact on the reputation and image of the university. The incumbent speaks directly to the public (UVic’s main social media channels reach 25,000+ people every day) in a fast-paced, stressful environment where written comments have the potential to be shared on a national/international scale and can have lasting consequences.
Independence:
Reporting to the Manager, objectives are set by the person performing the job on the basis of direction received from the Social Media Officer. Work for this position follows practices and procedures within broadly defined policies for University Communications + Marketing and the university social media strategy and content guidelines. Considerable latitude is exercised in selecting work methods. Informed guidance is available.

This will include ongoing identification of social media opportunities for UVic across a wide range of existing and emerging social media platforms; implementation and evaluation of best practices for these platforms; and creating and maintaining processes for producing effective social media sharing strategies for the university that reflect its strategic priorities.

5. Summary of qualifications:
A bachelor’s degree in communications-related field and 3–5 years of experience in communications and marketing with a focus on social media, or an equivalent combination. Preference may be given to work experience gained in a post-secondary or similarly complex, large organization.

Experience must include:
- Experience creating and scheduling social media posts in line with a social media strategy and content strategy
- Experience creating and coordinating managing live social media events, such as live tweeting high profile events, moderating comments during Facebook Live broadcasts, facilitating Instagram Takeovers, etc.
- Experience discovering and creating multi-media stories for social media
- Experience managing an online community, including comment moderation and tactics to promote positive engagement with a brand
- Experience tracking/reporting on social media metrics and analytics

Knowledge requirements:
- Sound knowledge and strategic use of social media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, etc.)
- Software and apps such as Photoshop, Lightroom, Quik, Adobe Clip, Canva to edit photos and social videos
- Experience using a social media management tool such as Hootsuite
- HTML/CSS skills to integrate social media content into websites
- Content management systems such as Cascade and WordPress

Competency requirements:
- Strong interpersonal skills and the ability to work effectively with a wide range of individuals and constituencies in a diverse community
- Good judgement and the ability to respond in stressful situations with political sensitivity, diplomacy and tact
- Excellent time management skills and an ability to prioritize workload, shifting attention among dynamic tasks and priorities
- Ability to synthesize and share information effectively
- Ability to learn, understand and communicate with all audiences
- Accuracy and attention to detail
- Project management skills
- Ability to adapt to new technologies and changing priorities
- Commitment to service excellence

Date of submission:________________________________________

Signature of responsible manager: ______________________________