1. Position Identification

Position Number: 992719  
Position Title: Strategic Communications Officer  
Department: University Communications + Marketing  
Reports to: Manager, Department and Unit Implementation Team  
Number of Reports: Direct: 0  Indirect: 0  
Classification Level: SG11  
Current Incumbent: none

2. Position Summary

(brief summary of the position in relation to the work unit/department)

University Communications + Marketing (UC+M) 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 Team (DU-IT), and Administrative Support.

Reporting to the Manager, DU-IT, the Strategic Communications Officer works as an integral member of the DU-IT project to position the university’s academic and institutional units, with an emphasis on strategic communications planning and guidance.

DU-IT provides units with the resources and guidance needed to support unit communications activities. The officer will play a key role with responsibility for:

- providing strategic communications recommendations, guidance, expertise and training to units;
- developing unit-specific communication plans and key messaging;
- producing content relevant to target audiences, and consistent with institutional and unit goals, including web content, photography and video; and
- communicating with units with respect to project scheduling and review processes, consultations, creative development and coordination.

This position works collaboratively with unit leaders and their designates, faculty communications officers, UC+M colleagues, photographers, videographers and web developers/strategists.
### 3. Key Responsibilities and Expectations
(identify 3 to 5 key responsibilities and expectations for each)

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<th>Key Responsibilities:</th>
<th>Expectations:</th>
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| **Strategic communications** 50% | - With manager, meet and interview unit heads, academic leaders, students, alumni and administration and determine how to position them within overall institutional brand and strategic priorities  
- Provide strategic communications guidance, expertise and training to units  
- Develop ‘Strategic Communications Playbook’ for units including key messaging and recommendations that align that messaging for academic and administrative units’ with the Strategic Framework, key institutional plans (Indigenous, Research, International, Strategic Enrollment Management, etc.), university positioning and unit/faculty/division goals and priorities |
| **Content development** 30% | - Develop integrated creative plans for projects within scope of DU-IT project and resourcing  
- Recommend content decisions for branded materials determining strength and merit of ideas that may be competing with strong and defensible rationales  
- Develop content relevant to target audiences, and consistent with institutional and unit goals, including web content, photography and video  
- Work within content governance and brand standards to develop content that meets guidelines on tone, voice, style and accessibility  
- Select effective and dynamic photos for use in a variety of mediums and work with project photographer/videographer to develop effective videos for a variety of purposes  
- Web authoring and content management in close collaboration with UC+M Internet Strategies team |
| **Project coordination** 20% | - Make recommendations to team manager regarding project plans and schedules  
- Communicate with units with respect to project scheduling and review processes, consultations, creative development and coordination (e.g. arranging facility access for photo shoots), and to seek information and research materials  
- Assist project photographer/videographer to plan and coordinate photo/video shoots  
- Collaborate with other members of the DU-IT and other UC+M teams  
- Cover duties of the team manager as needed |

### 4. Classification Factors:

**Problem-Solving:**
Requires analysis of complex communications problems on a project by project basis, where solutions require experience and innovative thinking. Diplomacy, tact and ability to articulate a strong rationale for decision-making are essential.
Responsibility for Financial & Material resources:
Is responsible for advising on project-related costs both within and beyond the work unit. Responsible for monitoring project budgets when needed. Responsible for maintaining contact information and archive of content and creative assets for use by other teams within UC+M and other units across campus.

Makes recommendations regarding use of project resources. Is responsible for working within and maintaining project schedules and time allocations. Overages in time or resource use jeopardize ability of DU-IT to meet project goals.

Responsibility for Human Resources
This position is a subject-matter expert and words directly with leaders, faculty and staff from units across campus. The Strategic Communications Officer meets with unit leaders and staff to discuss strategic communications concerns, provide training, information about best practices and lead the development of communications strategies and materials. They regularly attend meetings in which they are expected to show leadership and provide expert level advice and guidance, including rationale for recommendations.

The Strategic Communications Officer is responsible for building production and collaborative working relationships with UVic staff at all levels in units, divisions and faculties across campus. This position must communicate with tact and diplomacy and be sensitive to confidential matters and complex inter-department relationships.

No formal supervision is exercised by this position. Provides informal direction to designers, web developers, photographers and videographers, and guidance and expertise on project-related matters to staff and leaders in faculties and units across the university.

Impact of Decisions and Actions:
Individual actions impact the objectives of specific projects, programs and services beyond the work unit. Errors, omissions or oversights have severe consequences for the reputation of the university, and with respect to achieving objectives for key audiences. Failure to meet project deadlines and work within scope and timelines can have significant impact on the success of the DU-IT project.

Independence:
Objectives are set by the Officer based on direction from the Manager, DU-IT and aligned with the goals of the University’s Communications and Marketing plan and the Department and Unit Implementation Team. The officer has independence to determine and develop methods and priorities within project plans and schedules. This role is a subject matter expert and is solely responsible for the development of communications strategies and the quality of the content. Work is reviewed for effectiveness upon completion of projects or major phases of projects.

This role represents UC+M while working closely with staff, faculty and leadership of all levels in units across campus.

5. Summary of qualifications:
An undergraduate degree in communications, writing or a related field and a minimum of five years’ experience in a communications role (or equivalent combination of education and experience). Preference may be given for work experience gained in a post-secondary or similarly complex, large organization.

Experience requirements:
- A successful track record of effective strategic communication planning
- Experience in creative direction, content development, writing, editing
- Experience in a consultative/advising role with unit and institutional leadership
- Experience working within established brand and style guidelines
- Experience working in a university environment with a wide-variety of stakeholders is an asset (experience in a communications role within a faculty or unit would be particularly valuable)
Knowledge requirements:
- Strategic communications planning and key message development
- Creative planning, conceptual thinking, creative briefs, copywriting, design, photography and videography, with ability to apply that knowledge to marketing projects
- Project management, including project planning, scheduling and budgeting, client communication, website development, publications, and electronic media
- Proficiency with Adobe Acrobat, Microsoft Office, website content management and authoring (preferably in Cascade) is required
- Experience with Adobe Creative Suite, digital asset management systems and online project management systems are an asset

Competency requirements:
- Excellent oral, written and interpersonal communication skills
- Ability to synthesize and share information, so that each team member has the necessary information they need to perform their duties and understands their role within the project and how it contributes to project success
- Ability to collaborate with team members, clients and other colleagues to meet strategic, creative and project objectives
- Ability to work with team and campus partners (of all levels, from administrative staff through executives) using diplomacy and tact to navigate difficult and confidential matters is critical
- Accuracy, attention to detail, ability to meet deadlines, multi-task and prioritize, good judgment and ability to exercise initiative are critical
- Commitment to service excellence

Date of Submission: ___________________________
Signature of Responsible Manager: ___________________________