Digital, Web Content and Social Media Officer

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Professional and Managerial Group

Digital, Web Content and Social Media Officer

College of Engineering and Physical Sciences, Dean’s Office

Temporary full-time from April 2022 to April 13, 2024
Hiring #: 2022-0129

Please read the Application Instructions [1] before applying

The College of Engineering and Physical Sciences (CEPS) is seeking an innovative and collaborative Digital, Web Content and Social Media Officer to strengthen and grow its digital media presence. This role is responsible for the strategic management of CEPS’ digital platforms with an aim to support relationship-building with its stakeholders, build brand awareness, and drive recruitment investment in CEPS.

CEPS is one of seven faculties at the University of Guelph and houses five Schools and Departments (Computer Science, Engineering, Chemistry, Mathematics and Statistics, and Physics) with more than 150 tenure-track or tenured faculty members, more than 80 staff, and nearly 4,000 graduate and undergraduate students; several major research centres and institutes, and advanced research infrastructure. It is involved in several high-profile external partnerships.

The Digital, Web Content and Social Media Officer will work closely with other members of the College’s communications team and academic units to plan, create, manage and evaluate strategic digital communications and multimedia projects to help achieve the recruitment, marketing and communications, and external relations goals for CEPS; acting as the College's main digital media resource, design and best practice lead for the College.

Responsibilities include:

- Create, develop, manage and execute CEPS annual strategic social and digital media content plan to achieve the CEPS marketing communications strategy.
- Assess and evaluate staff and faculty needs; Identify and recommend opportunities for optimization
- Implement and coordinate market, stakeholder and end user feedback and incorporate into future planning initiatives
- Manage and update CEPS website, reviewing all web content received for branding, accuracy, SEO best practice, and alignment with CEPS’ strategic plan before posting
- In consultation with key stakeholders and faculty, develop and execute strategic social media campaigns (organic and paid), aligning with critical dates in CEPS’ operational cycle and in working with relevant College communications personnel
- Advise faculty, staff and College leadership on digital media and digital design best practice.
- Provide strategic planning and budget input for digital media
- Assist in the development of the College’s newsletters, annual reports and other print and online publications as needed
- Collect and analyze data on CEPS’ digital media performance
- Project manage outsourced marketing communications projects
- Support filling digital media-related service gaps in the College’s academic units

Requirements include:

- A bachelor's degree or equivalent in communications, marketing, journalism, graphic design, or related
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program. The ideal candidate will have a minimum of two years of experience in a relevant field, preferably within or working with an academic institution. Equivalent combinations of education and experience will be considered

- Experience managing social media accounts for a business and using content management systems such as Drupal, SharePoint, Canva, Wordpress, Hootsuite, and/or Facebook Business Suite
- Demonstrated experience developing, executing, and evaluating strategic digital media campaigns and/or plans
- Superior writing and editing skills
- Strong proficiency and experience in graphic design and visual communications
- Knowledge of design best practices and publishing processes
- Professional experience using Adobe Creative Suite
- Excellent demonstrated analytical, communication and interpersonal skills
- Relationship-building and stakeholder management skills
- Self-directed with excellent organizational skills and multi-tasking ability
- Ability to think and act quickly, effectively, and resourcefully under pressure, exercising tact, diplomacy, discretion, and good judgement
- Videography, video editing, and photography experience a strong asset

Classification               P02
Professional/Managerial Salary Bands [2]

At the University of Guelph, fostering a culture of inclusion [3] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2022 03 30
Closing Date: 2022 04 13

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Links
[1] https://www.uoguelph.ca/hr/careers-guelph/how-apply