

## Communications Officer I – GPT 3

Positions at this level are considered entry-level roles working in communications and/or marketing. At this level, the **Communications Officer I** provides support in planning, production, and delivery of departmental communication activities. They follow established plans, ensure accuracy, gather information and provide support to staff in maintaining consistent internal and external messaging as per university guidelines.

### **Typical Duties may include some or all the following:**

- Drafts, edits and distributes content for newsletters, social media posts, website updates and other internal communications. Ensure all content is AODA compliant.
- Provide daily maintenance of the department's website and/or intranet with posting updates and checking links.
- Track website analytics, prepare communications performance reports; provide recommendations to optimize digital communication performance
- Gather information from faculty and staff and create stories, announcements, and other promotional material
- Ensures content is accurate and consistent with the university's communications, graphics, and layout standards and guidelines
- Oversee a social media calendar to coordinate future communications and posts
- Develop visual and promotional content (e.g. develop graphics and layouts for posters, record and edit web video content)
- Monitor social media engagement, growth, reach and audience feedback
- Coordinate the procurement of physical marketing materials (e.g. brochures, flyers, banners, etc.)
- Coordinate event planning and logistics, including set-up and teardown
- Advise on document formatting in various formats for effective visual communication (e.g. Word, MS Publisher, PFSs, Excel, etc.)
- Schedule and lead project meetings and track timelines
- Ensure communication-related expenses and vendor invoices are processed and paid
- Provide writing communications support to faculty and staff

### **Decision Making/Accountability:**

This position is accountable for completing communication directives and projects assigned by supervisor. Drafts content and make recommendations on messaging. Ensures that all communications, articles, and materials follow central university communication guidelines.

### **Contacts/Interpersonal Skills:**

Provide guidance to faculty and staff with drafting, editing and formatting communications, newsletters, and other marketing materials. May liaises with the central communication department to ensure messaging and designs aligned with university policies and guidelines.

### **Supervision Received:**

Consults with supervisor on decisions that deviate outside of general guidelines. Final products and/or content is to be approved by supervisor before distribution.

### **Supervision Exercised:**

None; provides functional guidance on communications practices, drafting of content, and effective outreach approaches.

**Working Environment:**

Work is performed in an office, with exposure to frequent interruptions. May be required to work unusual hours for events during evenings and weekends.

**Minimum Qualifications:**

- 2 years of prior experience working in a communications or marketing role, providing recommendations on standard communication practices
- Minimum undergraduate degree in marketing or communications
- Or a combination of equivalent education and experience