

## Communications Officer II – GTP 4

Positions at this level are considered intermediate within communications and marketing profession. The **Communications Officer II** produces polished content, manages small to mid-sized communication projects, and provides support to faculty, staff and departmental leaders to ensure brand consistency across platforms. They make recommendations on messaging, coordinate with vendors, and analyze digital media performance to support departmental goals.

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

- Work with leaders to write and co-ordinate messaging and/or communications packages for various programs/initiatives
- Oversees communication of expectations and compliance across the department, including all faculty, staff and students, to ensure the department and university brand is consistently conveyed in a diverse range of settings and platforms
- Creates and designs professional print materials, and ensures content is accurate and consistent with guidelines across the university's Graphic Standards
- Designs all physical marketing material used by the department at various on and off campus events, including banners, tablecloths, and other promotional materials.
- Communicates and coordinates with outside vendors (e.g. printing companies or other service providers).
- Plans and executes photography and videography to align with marketing materials.
- Ensures all social media platforms are updated on a regular basis by coordinating the social media activities of professional and student staff.
- Oversees process for all design material (print, social media and digital) to be proofread and edited to ensure accuracy before printing
- Develops articles and press releases that promote the department, understanding the objectives of the various communications and the audience to which the communication will be targeted
- Works with representatives from all University departments, this position coordinates, writes and produces communications materials for external and internal audiences
- Assists with presentation preparation and speaking notes for staff attending events and conferences.
- Represents the department at institutional events, on committees and task forces, and at departmental activities as required.
- Creates, updates, and maintains an AODA compliant departmental resource manual that incorporates AODA guidelines for branding, communication, and social media; Ensures websites meet all Web Accessibility laws and requirements
- Monitors and analyses the various social media and website platform activity and metrics through social networking analysis tools to capture statistics. Provides recommendations based on gathered data.
- Plans, promotes, implements, and evaluates activities and events, liaising with key community partners, campus stakeholders, senior administration, and other relevant committees.
- Locates and assesses venues to ensure needs are met (e.g. size, location, audio/visual requirements) and book venues. This may involve travelling to off-campus event sites; Oversees event set-up, teardown, and conducts venue follow-up.

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

This position is accountable for managing work independently, drafting and making recommendations on messaging, and vendor coordination. Also ensures that all communications, articles, and materials follow central university communication guidelines.

**Contacts/Interpersonal Skills:**

Works with faculty, staff, and/or department leaders to develop communications, marketing materials, and events to meet departmental goals. Liaises with the central communication department to ensure messaging and designs aligned with university policies and guidelines.

**Supervision Received:**

Makes day-to-day decisions based on general guidelines provided; consults with supervisor on decisions that deviate outside of general guidelines

**Supervision Exercised:**

None; May oversee student staff or volunteers for events. Provides functional guidance to faculty, staff, and departmental leaders on various communication initiatives, ensuring they meet standard university communication practices.

**Working Environment:**

Work is performed in an office, with potential exposure to frequent interruptions. May be required to work during off-hours and weekend shifts for events

**Minimum Qualifications:**

- 2-3 years of prior experience working in a similar communications/marketing coordinator role
- Minimum undergraduate degree in marketing or communications
- Or a combination of equivalent education and experience