

CARLETON UNIVERSITY

POSITION DESCRIPTION

PART A	OFFICE USE ONLY	
Employee Name:	1. Title:	
Title of Immediate Supervisor: Manager, Employment and Partnership Development	2. Position No: 298205	
Position Title: Outreach and Communications Coordinator	3. Level: 08	
Department: Career Development & Cooperative Education	4. Evaluated by:	Date:
	5. Approved by:	Date:

PART B

Position Summary:

The Outreach and Communications Coordinator will report to the Manager, Employment and Partnership Development. The incumbent will coordinate outreach and communications needs of the department while tracking multiple deadlines under fast paced and complex environment. The incumbent holds good understandings of the strategic priorities of the department supported by a broad knowledge of communications planning and execution. The individual will have excellent writing skills along with knowledge of the media and tactics required to communicate the message to multiple internal and external channels to various audiences.

The Outreach and Communications Coordinator for Career Development and Cooperative education is will include:

- Responsible for writing all promotional content when required (websites, publications and promotions)
- Responsible for establishing an appropriate social media presence, including recommending appropriate messaging and delivery
- Responsible for the promotion of all events and workshops, this includes scheduling and facilitating the delivery of messages via multiple media (posters, emails, and social media)
- Build communications plans for strategic objectives under the guidance of the Manager, Employment and Partnership Development
- Responsible for the acquisition and dissemination of all promotional items for use by staff at various events
- Will be the first point of contact for all staff when new printed or digital materials are requested
- Will coordinate the messaging and content of all printed material for Career Development and

Cooperative Education

- Will coordinate and ensure departmental websites are maintained with the designated content owners
- Produce electronic newsletters and other products geared to the entire university community
- Respond to requests from Career Development & Cooperative Education staff as needed in timely and professional manner
- Will complete other related duties as needed

PART C Primary Duties Performed:

Web Presence (10 %)

- Writes and edits content for web pages, publications and other promotional materials as needed.
- Monitors all content on departmental sites (Career Service, Co-op Education, Academic Advising and Academic Support) ensuring it is current and accurate
- Reports on web analytics (traffic, links and accessibility) and ensures best practices in design are maintained
- Has strong knowledge of ADA regulations and ensures the Carleton standards on all departmental web sites.

Electronic Media: eNewsletters, Reports and Broadcast Emails (10 %)

- Researches and writes a monthly electronic departmental newsletter
- Coordinates the development of the annual departmental report
- Compiles and designs the report as directed
- Assists with the writing and delivery of broadcast emails using a

Promotional and publication material (20%)

- Coordinates all printed and digital publications for the department (such as brochures, posters and advertisements)
- Procures promotional items and ensures that proper branding and quality of item is acceptable to the goals of the department
- Will be responsible for inventory and distribution of all promotional items
- Coordinates with various departmental content experts to ensure information is correct on all media
- Ensures that all published content adheres to university and departmental standards
- Will coordinate all photography and promotional imagery for the department

Social Media Presence (30%)

- Schedule, develop and maintain social media feeds to Twitter, Facebook and LinkedIn according to strategic communications objectives of the department
- Will ensure that key messaging is delivered by social media based on timelines and priority
- Advises the Manager, Employment and Partnership Development on social media strategies required to meet communications objectives of the departmental strategic plan
- Evaluates the new social media and tracking software as they arise and advises on integration into the strategic plan
- Continuously monitors social media analytics

Event Support and Promotion (20%)

- Will ensure that all events supported and organized by the department are properly entered in the registration system
- Create and schedule a coordinated communications plan for each event, these plans may vary in complexity due to the size and priority of the event
- Facilitates the email communications campaigns
- Ensure that social media is integrated into each event when required
- Coordinate messaging and talking points for each event when necessary
- Monitor registration and adjust communications planning to support the success

Special Projects and Other Duties (10%)

- Assigned as needed by the Manager, Employment and Partnership Development

PART D

Specifications (to be completed by Supervisors in conjunction with Employee)

1. Knowledge:

a) Minimum amount of formal education required:

Completion of a three year university degree in English, Communications, Journalism, or related field, and additional training in the field of public relations, marketing or communications.

b) Minimum amount of relevant work experience required:

Five years of related work experience in marketing and communications and/or public relations preferably in an academic setting.

c) Minimum amount and type of continuing study required:

Must remain current on departmental and University policies and directions, and keep up-to-date on developments in the areas of marketing and communications, including media and public relations.

Must keep update with recent trends and software in social media

Elaborate on (a) and (b) justifying the amount of each specified above by detailing what the incumbent has to know and what skills are required of the incumbent in the performance of the duties:

- Superior planning skills; understands critical path, sets priorities and meets timelines.
- Ability to coordinate multiple projects simultaneously
- Advanced communications skills
- Exceptional writing, editing, and proofreading skills are required
- Superior interpersonal skills
- Proven ability to implement and measure innovative communications, and marketing plans
- A solid understanding of the University environment
- Ability to interact successfully with all levels of administration and faculty
- Ability to work with minimal supervision
- Exceptional level of initiative and reliability
- Web writing and design experience
- Email marketing experience
- Knowledge of Adobe Creative Suite an asset
- Creative thinker
- Self-motivated
- Effective working in a team and independently
- Must have a commitment to innovation and adoption of new technologies and applications that will enhance the online experience, better serve clients and align with Carleton's strategic goals

Social Media and Cloud Services

- Must be adept in the use of social media tools: Twitter, YouTube, LinkedIn and Instagram, in particular.
- Must have experience creating rich data infographics and charts using tools such as infogr.am and Google Drive.
- Must be proficient in reporting on the effectiveness of social media participation.
- Must be familiar with third party cloud services for e-publishing and web registration.

2. Complexity:

Duties of the position are defined in general terms, and are carried out under the general direction of the Manager, Employment and Partnership Development. Significant up-to-date knowledge and expertise is expected of the incumbent to deal with a variety of issues. The incumbent must demonstrate initiative, as well as exercise good judgement in conducting an analysis of client (internal and external) information requirements, and in the provision of advice to University departments. Decisions and recommendations generally require independent judgement, initiative and discretion in planning and implementing solutions that meet the requirements of the University. Creativity and resourcefulness is required in order to develop alternate methods of problem solving and to make the best use of available resources. The incumbent must be able to ascertain and consequently assign the appropriate priority to deliverables and client service requests according to factors such as urgency, importance and impact in order to be in line with the overall objectives of the project.

3. Accountability:

Advice and recommendations are made to Management or equivalent levels relative to a specific field of specialization. S/he works in an environment where the consequences of error and poor judgement can have far-reaching effects both on and off campus. The incumbent is accountable for information and promotion completed within required timeframes. Elaborate in the rate of error--The incumbent is also responsible for the accuracy and relevancy of information shared in a timely manner that reflects the needs of the department while operating within the structure and priorities of the strategic plan.

4. Nature and level of contact:

a) purpose of contacts:

The incumbent exchanges information with others both inside and outside the university for the purpose of promoting and maintaining/improving awareness of various departmental initiatives.

b) Level (check one) - regular and continuous only and as specified in Part 'C'

- Other employees in same work unit or office
- The above plus students; faculty in the same work unit; or employees from other departments or offices at a similar job level to the incumbent.
- The above plus the general public, faculty and staff at a more senior level from other departments or staff at equivalent levels outside the university.
- All the above plus senior University executives and senior officials from government, private industry, other universities, etc.

5. Supervision/management control exercised:

- (a) Describe the type of supervisory/management control exercised. Indicate responsibility for overall direction of a section/department/unit either independently or through subordinate supervisors if applicable.

N/A

b) Indicate the level of employees directly (not through subordinates) supervised.

- i primarily support
- ii primarily specialized technical,
- iii primarily supervisors of (ii), or managers of section consisting of (i) employees
- iv primarily management level

administrative or journeyman trades

c) Indicate number directly supervised.

0 1 - 5 6 - 10 10 +

Signed by:

Employee

Date

Approved by:

Immediate Supervisor

Date

Department Head

Date