

Nipissing University

JOB DESCRIPTION

JOB TITLE:	Communications Officer
DEPARTMENT:	External Relations and Advancement
CLASSIFICATION:	Coordinator B
WAGE GRADE:	WG 60
EMPLOYMENT STATUS:	Full-Time Support Staff
SUPERVISOR:	Senior Manager, Marketing & Communications

SUMMARY OF FUNCTIONS:

Reporting to the Senior Manager, Marketing & Communications, the Communications Officer will contribute to a highly collaborative team that implements the University's marketing and communications strategies across print and digital media to advance Nipissing's strategic goals and priorities.

The Communications Officer will be responsible for producing creative, story-driven content for distribution across multiple print and digital channels that aligns with Nipissing's brand and enhances the University's reputation. The Communications Officer will work in close collaboration with colleagues in Marketing & Communications, Advancement and Alumni Relations to implement communication strategies and campaigns including writing stories, media releases, speaking notes, social media posts, web content, advertising copy and coordinating videos.

DUTIES AND RESPONSIBILITIES:

Research, Write & Edit Content

80%

- Research and write feature articles and other content for various print and digital publications including the NU News, website and social media channels
- Develop, edit and proofread copy for marketing and recruitment collateral such as viewbooks, program brochures, advertising campaigns, etc.
- Write/edit copy for website
- Liaise with the marketing team to select appropriate imagery and branding to accompany written content
- Provide writing support for executive/departmental communications for both internal and external audiences
- Act as a primary voice on Nipissing's social media channels by writing posts and responding to messages and comments
- Ensure all communications align with Nipissing's brand voice
- Create compelling content for a variety of internal and external audiences such as staff, faculty, current students, future students, alumni, donors, board members, media and community stakeholders
- Implement and evaluate communications campaigns, build relationships, lead interviews, and write persuasively and succinctly

Media Relations Support

10%

- Monitor media coverage and social media for reputational risks and opportunities and flag them to the Manager, Communications
- Provide media relations support to the Manager, Communications by drafting media releases, fact sheets, backgrounders and speaking notes and responding to media inquiries as required
- Pitch stories to media outlets as directed

Identify Storytelling Opportunities

5%

- Proactively identify compelling stories and leads in support of the University's strategic priorities
- Stay abreast of the latest news and emerging themes in the post-secondary sector

Project Coordination /Planning

5%

- Work with External Relations team members to conceptualize and implement communications strategies and campaigns
- Participate in the creation and annual review of communications plans in collaboration with the Manager, Communications
- Contribute to editorial planning, logistics, and workflow
- Identify audiences, tactics, messaging, and methods of evaluation to ensure communications activities support objectives

Other duties as assigned

QUALIFICATIONS:

Education: Degree in Communications, Public Relations, Journalism, Marketing or related field

Training and/or experience may be substituted for formal academic training at the discretion of the University

Training, Experience, Knowledge & Skills Required:

- One to three years experience as a writer, journalist or public relations/communications specialist
- Other related experience in the field such as post-secondary marketing and communications, corporate, non-profit or government marketing and communications, journalism, public relations, copywriting, social media content creation, or media relations
- Experience executing and evaluating effective communications plans involving multiple stakeholders
- Exceptional oral and written communication skills
- Strong and creative writer, editor and proof reader
- Strategic thinker with ability to use data to analyze and evaluate campaigns
- Proven ability to create compelling content for a variety of audiences
- Ability to work collaboratively as part of a multi-disciplinary team as well as independently
- Ability to manage multiple tasks efficiently while maintaining strong attention to detail
- Knowledge and experience using social media as a marketing tool
- Media relations experience
- Motivated, adaptable, and committed to producing high quality work
- Experience with relevant software such as Office 365, Monday.com project management software, Adobe Creative Cloud, Drupal, media monitoring and social media management software

RELATIONSHIPS/CONTACTS:

Supervised by: Senior Manager, Marketing & Communications

Internal Contacts: Students, Faculty and Staff

External Contacts:

- Prospective students
- Donors & Supporters
- Alumni

- Other post-secondary institutions
- Professional associations

MATERIALS UTILIZED:

- General office equipment
- Various software applications including web browsers and Microsoft Office
- Project Management software
- Social Media management software

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS

- Focus on computer screen for moderate periods of time
- Comfortable work environment
- Evening and weekend work required occasionally

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Employee Signature

Date

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Approvals

Supervisor

Date

Director, Human Resources

Date