#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Digital Communications Project Manager

**Job Number:** X-407 | VIP: 1690

**Band:** EXEMPT-7

**Department:** Communications

**Supervisor Title:** Director, Communications

**Last Reviewed:**  January 18, 2024

#### **Job Purpose:**

Reporting to the Director, Communications, the Digital Communications Project Manager is a key member of the Communications & Enrolment management team, responsible for overseeing planning, executing, and evaluating of projects to help achieve the University’s marketing, reputation, recruitment, and retention goals. With a specific focus on digital marketing projects, this position works with management and the entire Communications team on strategies and solutions that apply best practices and innovation to ensure a forward-looking, secure, reliable communications projects that are scalable, sustainable, and accessible. Projects include, but are not limited to, overseeing the University’s digital ad campaign, leading the development and execution of social media marketing, supporting data driven projects, contributing to brand strategy, and issues management priorities. The position emphasizes project management, and digital marketing skills, with a strong customer service orientation. The position works to deadlines, involves multi-tasking, and collaborates closely with key University stakeholders.

#### Key Activities:

##### Project Management

* Provides project management expertise within the Communications team through facilitating definition of project scope, goals, and deliverables; defining project tasks and resource requirements; developing project plans; coordinating staff resources; tracking project status; and monitoring and reporting.
* Plans, project manages, executes, and evaluates digital reputation and student recruitment/enrolment/retention efforts including digital advertising, and audience building.
* Manages project team members during project execution ensure on track and on target to meet goals and timelines; delegating tasks and responsibilities as required.
* Measures and reports on the performance of University digital and communications properties and support the reporting needs of key stakeholders.
* Implements innovative, interactive initiatives to enhance the University website and communication channels, including but not limited to social media, online market research vehicles, virtual tours, podcasts, video and audio, and other new media to contribute to the overall attractiveness and utility of the University’s digital properties as a reflection of the quality learning and research environment at Trent.
* Explores and researches new emerging technologies and best practices that the University could leverage; learn, provide recommendations, and implement opportunities to improve efficiencies and performance of website, development, and workflow processes.
* Tracks day-to-day operational aspects of project and scope and report project deviations to Director and recommend course correction actions – act as escalation point for potential issues and conflicts.
* Inspires collaborative team approach to projects.

##### Client Services

* Provides client service to academic and service departments including digital planning and content audits, with an emphasis on how the needs of departments can be delivered in an integrated fashion across marketing channels including web, social media, campaigns, and email.

##### Social Media Planning & Oversight

* Responsible for the creation of a pan-departmental, university-wide social media plan and strategy that harnesses the opportunities and reduces the risks of a splintered social media presence due to multiple university identities.
* Organizes team action on opportunities presented by Communications colleagues in media relations, marketing/communications as well as other University departments to build reputation and increase interaction and sharing of Trent success stories.
* Ensures implementation of the plan results in consistent, high quality, two-way dialogue about the University’s key strengths and benefits.

##### Digital Strategy and Development

* With Director, plans, leads and executes the University’s annual digital advertising campaign, coordinating with external partners as appropriate.
* Ensures the University website and its components are optimized for search engines.
* Creates analytics reports for campaign and social traffic, engagement and conversions, and develops strategies for improved outcomes.
* Contributes to the development and maintenance of the University’s website style guide and digital templates that properly reflect the University style and branding guides.
* Contributes SEO expertise in key areas throughout the University including recruitment and admissions; philanthropy and other high profile and revenue-generating areas.

##### Issues Management

* Acts as second alternate for emergency communications and participation in EOCG.
* Acts on strategies for crisis/emergency communications as required, including emergency response, campus closures, issues management.
* Accesses and synthesizes confidential and sensitive information, related to Board governance, budgets, human resources, for backgrounders, speaking points, communications plans, etc.
* Maintains discretion and confidentiality with regard to files and sensitive issues, attending meetings and supporting the Director of Communications on plans and materials.
* Ensures coverage and availability after hours for consultation on urgent matters involving communications.

##### Human Resources, Administration & Support

* Manages Digital Content Coordinator and student employees.
* Provides regular coaching and feedback and conducts annual performance appraisals for permanent staff.
* Manages budgets for communications projects and ensures timely, on-budget delivery; works with Director to identify and track investments and expenditures.
* Develops and oversees project timelines, ensuring completion of projects in a timely way; manages workflow and creates timely and accurate reports for Director on projects.
* Prepares RFPs, RFQs and other materials to procure outside suppliers for projects, as appropriate.
* Manages external contractors and suppliers and ensures deadlines are met.
* Builds effective and collaborative relationships with all administrative and academic departments.
* Actively participates in portfolio committees and special project teams, as required.
* Special events support and other duties as prioritized by the Communications Office.
* Acts as key member of the University’s Integrated Communications Committee.
* Other duties as assigned.

#### Education Required:

* Bachelor’s Degree (Honours) in Business Administration, Marketing, Communications, Computer Science, or related field is required.
* An MBA or postgraduate degree would be considered an asset.
* PMP certification an asset.

#### Experience/Qualifications Required:

* Five (5) to seven (7) years of experience, at least three of which is progressively responsible experience in project management and/or administering digital marketing strategies.
* Experience in a management position; experience managing staff in a unionized environment considered an asset.
* Demonstrated experience with project management principles and project management software; proven experience managing projects under tight deadlines.
* Success in human resource management on complex digital marketing projects.
* Understanding of and experience in planning, execution, measurement and analysis of digital marketing, communications, and social media campaigns.
* Experience working with cross-functional teams.
* In-depth knowledge and skill with social media tools: Facebook, Twitter/X, Instagram, YouTube, etc.
* Experience with SEO best practices, Google Analytics, Adobe Analytics, and social analytics.
* Proven knowledge of UX design principles and approaches, interface design and customer journeys.
* Demonstrated experience with ERP/CRM systems and email marketing platforms.
* Ability to work as part of a team and to foster good working relationships with internal and external stakeholders.
* Knowledge of and experience executing best practices for search campaigns and data mining.
* Experience with enterprise social media management and scheduling software.
* Knowledge of AODA and experience implementing best practices for accessible content.
* Excellent interpersonal, time management, and communication skills; able to communicate technical ideas to business users, team members, and other stakeholders.
* Experience negotiating with vendors and developing and managing large budgets.
* Results-oriented, reliable, able to work under pressure and handle a fast-paced work environment, deadlines and new challenges.
* Proven ability to engage, inspire, lead and motivate others.
* Ability to both collaborate with team members and to work independently.
* Eager to embrace current and emerging digital technologies.
* Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
* Excellent sense of discretion, judgment, tact and diplomacy.
* Strong budgeting and numeracy skills.
* Willingness to work extended hours as required to meet deadlines.

#### Supervision:

* Digital Content Coordinator (C-052)