**Department of Human Resources**

**Exempt Job Description**

**Job Title:** Communications Officer (Graduate Studies, Research & Trent Lands)

**Job Number:** X-424 | VIP: 1733

**NOC:** 1221

**Band:** 5

**Department:** Communications

**Supervisor Title:** Director, Communications

**Last Reviewed:** March 16, 2022

**Job Purpose:**

Reporting to the Director of Communications, the Communications Officer (Graduate Studies, Research & Trent Lands) is responsible for consistent and creative delivery of strategic marketing and communications plans and materials related to graduate studies (with focus on student recruitment and retention), the Office of Research & Innovation, and the Trent Lands and Nature Areas. Emphasizing innovation in creating compelling communications this position supports the Trent brand, reputation, and strategic enrolment management goals of the University. Working with a high calibre team of communications and brand journalism experts, as well as representatives from across the University, the Communications Officer coordinates, writes and produces communications materials for external and internal audiences, serves as the lead communications contact for the School of Graduate Studies, provides support to the Communications Office, the Office of Research & Innovation, and the Trent Lands portfolio, and is a key member of the University’s Integrated Communications Committee.

**Key Activities:**

*Strategic Communications & Planning*

* Takes direction from the Manager, School of Graduate Studies, Vice President Research & Innovation and Vice-President External Relations & Development, to enhance strategic communications for each area of focus.
* Builds reputation, awareness, enrolment and engagement through meetings and working relationships with team members across Graduate Studies, Research Office, and Trent Lands.
  + - * Collaborates on the development and implementation of integrated marketing, communications and engagement plans and strategies for Graduate Studies, Office of Research, and the Trent Lands and Nature Areas Plan, within a brand journalism approach to an array of target audiences, including current and future students, donors, the community, funding agencies, and others.
* Contributes to goal-setting, and measures and reports on targets, metrics and key performance indicators for marketing, communications and engagement plans.
* Build relationships and engages with academic and administrative faculty and staff across both campuses to effectively and strategically coordinate communications, identify those with specific areas of expertise, gather stories about faculty, student and alumni successes, advance opportunities for commentary on topical issues, and provide information for donor reports.

*Content Development*

* Plans, writes and edits high-quality, compelling and accurate materials for all mediums directed at both internal and external audiences, consistent with the objectives set out in the Communications Plans. Multimedia and collateral. materials include, but are not limited to: web material, social media, online marketing, eCommunications, brochures and publications, newsletters, interactive presentations, video, and media materials.
* Sources and contributes news, initiatives and profiles for the Trent website and other platforms, including news releases, op-eds, and media opportunities.
* Drafts advertising and marketing material concepts and copy for review by internal clients and approval by Director, Communications.

*Social Media & Digital Support*

* Drives innovation by researching best practices, marketing trends and new digital strategies, exploring creative ways to integrate written and digital content.
* Assists with strategic development of University’s various social media channels and plays lead role in overseeing Graduate Studies, Research, and Trent Lands social media channels, including strategic development, planning, content creation, asset development and posting/scheduling.
* Monitors and maintains fresh, relevant content on the Graduate Studies, Research, and Trent Lands websites.
* Assists with digital and other photography/video/podcasts/webinars to support marketing, communications, recruitment and admissions materials and initiatives for Graduate Studies, Research and Trent Lands.

*Issues Management, Project Management and Administrative Duties*

* Acts as back-up to Communications & Media Relations Officers and Director, Communications on emergency communications, including issues management.
* Acts on strategies for crisis/emergency communications as required, including emergency response, human resources and issues management.
* Accesses 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, supporting the Director of Communications on communication plans and materials.
* Liaises with suppliers (designers, printers) to produce high quality materials and ensure deadlines are met; and works with Media Relations Officers to connect with media outlets to place content or distribute materials to audiences.
* Develops briefing materials, backgrounders, speaking points for senior administration and faculty on media requests and confidential issues as required.
* Acts as key member and contributor to University-wide Integrated Communications Committee, contributing to pan University communications strategy and planning.
* Attends regular meetings with Office of Graduate Studies, the Office of Research & Innovation, and Trent Lands, working closely with the senior management in these offices.
* Other duties as assigned.

**Education**

Bachelor’s degree (B.A. or B.Sc.) is required. A degree ~~i~~n Communications, Public Relations, Journalism, Media Studies, or a related field – a postgraduate degree, diploma or certificate may be considered an asset.

**Experience Required**

* Minimum three years of professional marketing and/or communications experience
* Excellent written and verbal communications skills
* Considerable knowledge and experience with writing and marketing techniques to communicate effectively to a variety of audiences
* Experience in creating communications plans and strategies, monitoring and measuring the effectiveness of marketing campaigns and adjusting them for optimal performance
* Experience assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards
* Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others
* Excellent organizational and planning skills to manage diverse projects and shifting priorities within tight timelines
* Proficiency with computer systems and digital/new media communications platforms, including online email marketing programs, spreadsheets, web content management systems, social media, and Internet
* Self-motivated and responsible with mature attitude and professional demeanour
* Demonstrated ability to use appropriate judgement, initiative, tact, diplomacy and discretion
* Ability to take direction and work with constructive feedback
* High degree of enthusiasm and customer service orientation
* Proven project management skills
* Advanced skills with new media technologies, social media, photography and videography
* Experience in the Ontario post-secondary sector considered an asset