



JOB DESCRIPTION

Position	Digital Communications Specialist	Hours	Averaging 35 hrs/wk
Classification	Hay	Date	Jan 2018
Dept	Marketing & Communications		
Reporting To	Communications Manager	Group	Non Union

Reporting to the Office of the President, the Marketing & Communications Department exists to support initiatives, projects, campaigns, and events designed to achieve student recruitment and retention goals. As a key group of brand champions, the Marketing & Communications team also plays an important role in raising the visibility, strengthening the reputation, and managing the voice of CBU.

PURPOSE:

As a member of the Marketing and Communications Team, the Digital Communication Specialist (DCS) is responsible for planning, developing, and managing the University's content strategy with the goal of strengthening reputation and raising awareness of CBU. Through the creation of original and curated content, the DCS manages and creates engaging user experiences on CBU's official social media channels and is the primary content creator for cbu.ca. The DCS works closely with department colleagues to ensure goal alignment, knowledge sharing, and project collaboration. This position also leads and collaborates with departments campus-wide to review, monitor, and develop user experience improvements to digital communications.

RESPONSIBILITIES:

- Develop and oversee an overall content strategy based on user needs and stakeholder objectives.
- Lead the creation and maintenance of a pipeline of compelling content that shines a bright light on achievements from student, research, and academic populations.
- Initiate, engage, and drive the voice of the brand across different platforms to increase awareness, lead generation, engagement, and brand loyalty.
- Adhere to technical, branding and style standards. Leverage these standards to improve web content and advance the University's mission.
- Build and maintain strong, collaborative working relationships with campus stakeholders to ensure that storytelling opportunities are swiftly identified and fully leveraged.
- Assess and improve current content and develop best practices for creating high quality and accessible content.
- Collaborate with departments campus-wide to develop and maintain written and visual content curated through various digital and social media platforms.
- Create an environment for exceptional user experiences through compelling content-rich, digital landscapes with a focus on usability and accessibility.

- Work with Marketing & Communications colleagues to strategize and build navigable and intuitive site architecture that creates the most impactful presentation of content throughout the website.
- Build and execute a social media strategy through research, platform determination, benchmarking, messaging, and audience identification.
- Maintain up-to-date, cutting edge resources on all new and developing social media strategies and tools.
- Create and maintain social media policy. Ensure community guidelines are adhered to.
- Advise on best practice in social media related to issues and crisis management.
- Empower faculty and staff to become brand ambassadors in the digital space through training programs and support.
- Provide editorial standards guidance to website contributors and act as primary point of contact for publishable materials.
- Work with other departments on the creation and maintenance of web content for promotion, recruitment, retention, alumni outreach, fundraising, and general image-building purposes as well as day-to-day operations of the University.

QUALIFICATIONS:

- Post-secondary education in communications, public relations, journalism, or English; university degree preferred. Candidates with significant related experience may be considered.
- 3+ years digital communications experience and ability to demonstrate consistent competency across all various social media channels including, but not limited to, Facebook, Snapchat, Instagram, Twitter and more.
- A solid foundation in SEO and SEM principles.
- Excellent written and verbal communications skills.
- Self-directed with ability to identify opportunities.
- A dual-minded approach: You're highly creative but can also be process-driven, think scale, and rely on data to make decisions.
- Be able to juggle numerous project deadlines and thrive in an open and collaborative environment.
- Excellent organizational skills to work independently and manage projects with many moving parts.
- Have the ability and confidence to communicate on social platforms in a consistent, on-brand voice.
- Experience in and the ability to make data-driven decisions to move the team and our content forward.
- Experience creating content for the web across several disciplines (text, design, video, etc.) and media (blogging, guides, infographics, etc.).
- Working knowledge of WordPress.
- Previous experience in the post-secondary environment is a definite asset.
- Availability to work occasional evenings and/or weekends.