

**JOB DESCRIPTION**

Position	Internal Communications Officer	Date	May 2019
Classification	Hay (Provisional)	Group	
Dept	Marketing & Communications		
Reporting To	Manager, Communications		

**PURPOSE:**

The Internal Communications Officer (ICO) is responsible for the strategy, design, development, coordination, and delivery of initiatives that amplify the employee and student experiences. Working closely with Human Resources, Enrolment Services, Student Affairs & the Registrar, the ICO works to ensure employees and students are well informed and engaged in campus life. The ICO plays a pivotal role in creating initiatives that promote CBU’s culture and key values and enhances the brand experience for employees and students.

**SPECIFIC RESPONSIBILITIES:**

Internal Communications

- Develop communication infrastructure, including all processes, tools, policies and procedures for both employees and current students.
- Review and develop internal communication plans, channels, guidelines, and evaluate success for both employees and current students.
- Develop tools, channels, and materials and establish the structures, networks, and competencies for effective internal communication via both formal and informal mediums, for both employee and current students groups.
- Work closely with Human Resources to increase and support employee engagement, including the promotion of programs and services for faculty and staff.
- Ensure all internal communication is clear, well timed, engaging, of a high quality, and consistent with content and style.
- Act as a lead publisher for the Digital Workplace (intranet) to maximize it as a communication channel for staff and faculty, owning the homepage and social content.
- Ensure internal communication messages are consistent across all mediums and departments of the University.

- Work with Directors and Deans to create departmental/school internal communication strategies to ensure effective communication.
- Other related duties as assigned.

**QUALIFICATIONS and SKILLS:**

- Degree in Communications or related field. Candidates with an equivalent combination of education and experience may be considered.
- Minimum of 5 years experience working in an internal communications capacity.
- Experience developing content and content planning for web products is considered an asset.
- Experience providing project management and high-level client service in an interactive development environment is preferred.
- Exceptional written and oral communication skills.
- Ability to work independently and with a group in a fast-paced, deadline-driven environment is essential.
- Proficiency in Microsoft Office.
- Past experience working in a post-secondary environment an asset.

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Internal Communications Officer

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Date

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Human Resources

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Date

Established:	May 2019
Evaluated:	