

JOB DESCRIPTION

Position	Research & Teaching Communications Specialist	Hours	Averaging 35 hrs/week
Classification	Hay (Provisional)	Date	June 2019
Dept	Research & Graduate Studies Center for Teaching and Learning		
Reporting To	Associate Vice-President, Academic & Research	Group	Non-Union

Cape Breton University research and teaching impacts Cape Breton Island and extends into the world. Following the directions outlined by our Strategic Plan, the Research and Teaching Communications Specialist (RTCS) is a key player in making sure the research and teaching activities at CBU are communicated, celebrated, and supported. Our research and teaching stories are a valuable piece of our narrative and need to be communicated to the many people invested and interested in our work. Working with researchers and instructors across the four Schools, the Research and Teaching Communications Specialist will ensure that our successes are shared in the best possible manner to represent the work of the researchers and instructors, and the values of the institution.

POSITION SUMMARY:

The Research and Teaching Communications Specialist (RTCS) is a strong writer who works in collaboration with the Office of Research and Graduate Studies (ORGS) and the Centre for Teaching and Learning (CTL) to support the development, execution and evaluation of outreach plans demonstrating research and teaching excellence at Cape Breton University. The RTCS will also work closely with Marketing and Communications on branding. The RTCS is responsible for: identifying, interviewing, writing and editing story opportunities; developing content for the website; contributing to marketing efforts; supporting video and social media creation; crafting institutional publications; and related communications initiatives. The RTCC also manages, coordinates and evaluates special events, workshops, retreats and other activities that celebrate, support and recognize outstanding contributions in the areas of research and teaching at CBU.

SPECIFIC RESPONSIBILITIES:

Communications: Planning, Writing, and Disseminating

- Develops and implements strategic communications plan to raise awareness of research and teaching activity at CBU.
- Develops interviews, writes and edits research and teaching stories.
- Writes about a variety of high-level research programs from diverse disciplines for multiple platforms and audiences.

- Builds and maintains strong working relationships with faculty, staff, instructors and researchers to ensure that storytelling opportunities are swiftly identified and fully leveraged.
- Edits ORGS and CTL documents for accuracy, message, and CBU brand compliance.
- Provides training to faculty and researchers to help enhance faculty web presence, presentation material, etc.

Celebration/Promotion

- Leads funding announcements and identifies opportunities for continued communications through to project completion.
- Keeps inventory of teaching and research successes for promotional need.

Events Planning and Management

- Plans and executes events that promote research and teaching impact and celebrate successes (for example: Research Month, award celebrations, etc.).
- Plans a calendar of events for/with the ORGS and CTL.
- Records data and impacts of current and past outreach activities for monitoring next steps.
- Other duties as assigned.

QUALIFICATIONS and SKILLS:

Education:

- Bachelor's degree.
- Scholarly or academic research experience an asset.

Writing Experience and Skills:

- A combination of education or experience, which may include (but is not limited to): science writing/communication; knowledge translation; public relations; professional or academic writing.
- Knowledge of academic research and university teaching gained through experience and education.
- Comfort with or knowledge of the language of science research an asset.
- Exceptional writing and editing skills for a diverse range of purposes and platforms.

Communications:

- Extensive knowledge of good communication principles and practices especially as they relate to strategic communications, both internal and external.
- Interpersonal communication skills required to successfully prepare and conduct interviews, manage projects, consult with and gain trust and credibility of faculty.
- Demonstrated experience developing and executing integrated communications strategies and plans (traditional, digital, and experiential).

Work Experience

- Relevant experience in a complex team-work environment for a period of 2-3years.

- Experience working in a University setting is considered an asset.
- Ability to adapt to shifting priorities and work under pressure in a high-volume environment.
- Exceptional attention to detail with excellent prioritizing, planning, organizing, time managing and project managing skills.
- Availability to work occasional evenings and/or weekends.

Communications Specialist

Date

Human Resources Department

Date

Established:	June 2019
Evaluated:	