

Job Description

(For Positions in UNIFOR Local 5555, Unit 1)

- *Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.*

JD #:	JD01072	Pay Grade:	8
JD Title:	Communications Officer	JD FTE Hours:	35
Job Family:	Program		

General Description

Responsible for developing, implementing, and evaluating a strategic communication plan which includes marketing initiatives and incorporating new initiatives to support the communication activities and enhance the overall profile of the Program/Faculty.

Representative Duties & Responsibilities

- Develop, coordinate, and implement work plans and objectives for the communication and promotion of the Program/Faculty. Develop communication and strategic plans and objectives.
- Provide recommendations on the future development of communication strategy, structure, function, and activity.
- Design, build and update the Program/Faculty website. Evaluate usability and relevance and make ongoing necessary additions and changes to website content.
- Develop content, design, edit, and maintain the Program/Faculty's communications materials.
- Liaise with media and journalists and arrange interviews between various stakeholders and media.
- Liaise with internal contacts, external partners, community organizations, and other stakeholders.
- Support promotional activities, events, and publicity opportunities.
- Coordinate and communicate content requirements and production deadlines to authors for publications.
- Review graphics, edit images, and make revisions to content and layout.
- Design and execute complete graphical layout for marketing materials used to promote exhibitions and general campaigns.
- Negotiate terms of service with various suppliers, publications, distributors, and designers.
- Develop annual publicity budgets and complete expense reports for events and marketing material expenditures.
- Create financial projections and make adjustments to the communications budget throughout the fiscal year.
- Write, edit, design, and disseminate communications and marketing materials for a diverse audience in both print and electronic formats.
- Develop and maintain an inventory of the Program/Faculty's stories.
- Conduct database, literature, and web searches to locate documents and articles that can be used for reference in marketing tools.
- Update, maintain, and verify information in a variety of spreadsheets and databases.
- Attend, participate in, and facilitate a variety of meetings.
- Remain current with frequent developments in design and graphics software, social media platforms, and trends in the communications field.

Supervision

- Ensure adherence to quality standards and procedures for short term staff and volunteers.

Qualifications

- Bachelor's degree in Marketing, Communications or related field of study.
- Requires 3 years of relevant experience.

Effort

Physical Effort:

- A typical work day consists of greater than 3.5 hours of low physical effort for activities such as:
 - Intermittent periods of keyboarding to word process documents and enter data into databases and spreadsheets.
- Elements of moderate physical effort are not a regular feature of this job.
- Elements of high physical effort are not a regular feature of this job.

Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
 - Collecting routine information, filing documents, word processing routine documents such as promotional materials, correspondence and forms, and inputting data into spreadsheets and databases.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Conducting ongoing market research.
 - Providing recommendations on the future development of communication strategy, structure, function, and activity.
 - Liaising with internal contacts, external partners, community organizations and other stakeholders.
 - Writing, editing, distributing, and coordinating a variety of communications materials.
- A typical work day consists of up to 3.5 hours of high mental effort for activities such as:
 - Developing work plans and objectives for the communication and promotion of the Program/Faculty.
 - Developing communication and strategic plans and objectives.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently deals with multiple requests and simultaneous deadlines.

Health & Safety:

- Risk to the incumbent is no higher than for the general population.