

HUMAN RESOURCES
SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL STAFF
POSITION DESCRIPTION

Please read "Guide to Preparing Position Descriptions" before completing form.

A. **IDENTIFICATION** Position Number: 110717
Position Title: Communications Officer
Name of Employee:
Department: Faculty of Science
Position Reports To (Title): Director, Administration
Description Prepared by: Date: November 30, 2011

B. **POSITION SUMMARY**

Briefly describe the primary function and purpose of the position in one or two sentences.

Provides leadership and coordination for media and communications activities for the Faculty of Science and in consultation with the supervisor and Faculty departments and stakeholders, develops, implements and maintains an overall communication strategy, budget and annual calendar of initiatives to promote the Faculty of Science to its external and internal audiences. Conceives, develops and produces all communication and outreach activities aimed at current students, elementary and high school students, college students, parents, alumni, government agencies, community groups, donors, and private sector employers, etc. Profiles Faculty programs and accomplishments in research and teaching and student, faculty, and staff successes. Coordinates student recruitment and scholarship events on behalf of the Faculty. Leads and facilitates outreach activities, including Faculty representation at special events both on and off campus.

C. **DUTIES AND RESPONSIBILITIES**

Starting with those you consider the most important, list and describe the main duties and responsibilities of the position. For each item start with an action verb and briefly describe WHAT is done, HOW it is done and WHY it is done.

Indicate in the right hand column the percentage of time spent on each particular task.

COMMUNICATIONS **45 %**

Provides leadership and coordination for the media and communications activities of the Faculty of Science. Under the guidance of the Director, Administration and in consultation with the Faculty departments and stakeholders, develops, implements and maintains an overall communication strategy, budget and annual calendar of initiatives.

Designs and produces materials highlighting the Faculty in a variety of media: print, web-based, social, video, etc. adapted for specific audiences.

Liaises with faculty, staff and students to identify and develop newsworthy material focused on success in research and teaching and the development of new academic programs and liaises with Public Affairs & Media Relations for distribution and dissemination. Provides assistance with and training in media and public relations for the Faculty of Science.

Acts as the key contact and communications representative for the Faculty, maintaining service-oriented and responsive support to the Faculty's stakeholders and audiences.

Builds a network of contacts at related institutions (e.g. TRIUMF, Bamfield, BC Cancer, PICS) to coordinate the publicity of joint achievements.

Performs other communications, outreach and marketing activities as required in consultation with the Dean, Associate Deans, Director, Administration, Faculty and staff.

OUTREACH AND SPECIAL EVENTS

30 %

Coordinates outreach activities on campus, in schools, and in the community. Assists in planning and/or publicity for regularly scheduled public events (e.g., Starry Nights; Science Spooktacular; ChemQuest) and special events (e.g. Campus Open Houses; national and international conferences held in greater Vancouver area). Takes the lead in developing new outreach activities (e.g. Cafés Scientifique).

Works with Student Services to provide Science input to recruitment events on and off campus (e.g. scholarship receptions, information evenings). Works with Director of Advancement to organize alumni events.

Identifies suitable students for special events (galas, convocation events) and trains them to be Science ambassadors. Researches and prepares material for student citations (e.g. Governor General medals).

Arranges Faculty-sponsored special seminar series and colloquia, including working with faculty members to identify speakers, organizing appropriate publicity, making necessary travel arrangements.

WEB DEVELOPMENT

15%

Updates and maintains the Faculty website and provides advice and assistance to departments in developing and maintaining their websites. Oversees the design and/or implementation of website architecture and ensures websites comply with communications image guidelines, have visual appeal, reach target audiences, provide reliable performance and navigation, optimize the use of search engines and effectively incorporate current technologies (multi-media, social and interactive media and relationship / database marketing opportunities). Performs web analytics and supports other departments to analyze web utilization.

AWARD PROGRAMS

10%

Identifies faculty, staff, students and alumni who would be suitable nominees for internal and external awards. Helps prepare applications and dossiers for candidates. Prepares material to publicize achievements of awards winners.

Organizes recognition events for award winners among current and previous members of the faculty, donors, and students (e.g. retirees' lunch). Working with Director, Advancement, organizes donor-recognition events.

D. DECISION MAKING

Makes decisions regarding:

Development and implementation of communication strategies, in consultation with the Dean, Associate Deans, Director, Administration and other Directors and Managers within the Faculty

Identification, research and development of story ideas, news articles, and media releases to publicize notable achievements, events and activities pertaining to the Faculty of Science.

Design, development, content and costs for publications, brochures, advertising and innovative materials for workshops and events.

Coordination, execution and project budget management for special events and outreach activities.

Design of website, use of search engines, oversight of content and social / interactive media interface, database marketing and relationship management.

ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.

Complex issues not covered by existing policies, legal matters, serious complaints or sensitive media issues that may affect the positive image of the Faculty or SFU. Expenses or estimated costs for items not covered by budgets or approved project costs. Substantive changes in approved communication strategies, plans or programs.

E. SUPERVISION EXERCISED

Indicate the number of employees for whom the position is responsible:-

Number of employees reporting directly to the position. 0

Total number of employees for whom the position has direct responsibility. 0

Provides mentorship, guidance and/or direction to Faculty staff on communication matters as required.

F. SUPERVISION RECEIVED

Describe the extent to which the supervisor determines the day to day work load of the position and assists in the completion of duties. Explain the nature of guidance received and how often work is checked or reviewed.

The day-to-day activities of this position are performed under the general supervision of the Director, Administration. Meets regularly to discuss the progress of projects.

G. UNUSUAL WORKING CONDITIONS

Some evening and weekend hours may be required on occasion to meet deadline work or attend and coordinate special events.

H. ENTRANCE QUALIFICATIONS

What combination of experience, training and/or formal education do you believe is the minimum required to perform the duties of this position?

Undergraduate degree in Communications, Journalism or related field and three years of related professional experience including experience in developing and implementing communications strategies, plans and budgets or an equivalent combination of education, training and experience.

Excellent knowledge of communication principles, practices and techniques in all forms of media: print & electronic, media, web / social media, wireless applications, desktop publishing applications, database marketing, and Customer Relationship Management (CRM) and content management applications,

Demonstrated ability to adapt to technological change and willingness to update training through appropriate courses.

Ability to use website technologies, platforms and tools, (e.g. Adobe Photoshop, Illustrator, ImageReady, InDesign, Acrobat; Macromedia Dreamweaver, BBEdit, Access, SQL, etc.) at an intermediate level of skill.

Highly creative with the ability to conceive, design, research, write and develop stories, features, reports, newsletters, brochures and other written and graphic communications.

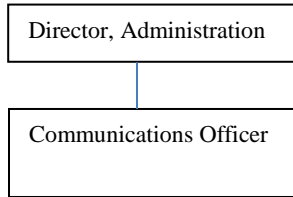
Excellent communication (verbal and written), presentation, interpersonal, and collaboration skills.

Excellent copy editing and layout skills.

Excellent analytical reasoning, problem solving, time management, strategic planning, project management. and organizational skills.

I. ORGANIZATIONAL RELATIONSHIPS

Indicate in the appropriate blocks the title of the position to which this position reports and the titles of positions reporting directly to it. If more detail is required, add additional blocks.



J. APPROVALS

Incumbent's
Signature: _____ Date: _____

Supervisor's
Signature: _____ Date: _____

Signature of Next
Administrative Level _____ Date: _____

SHOULD YOU REQUIRE FURTHER ASSISTANCE IN COMPLETING THIS POSITION DESCRIPTION, PLEASE FEEL FREE TO REFER TO YOUR SUPERVISOR OR TO YOUR HUMAN RESOURCES ADVISOR.