HUMAN RESOURCES
SIMON FRASER UNIVERSITY
ADMINISTRATIVE PROFESSIONAL
JOB DESCRIPTION

A. IDENTIFICATION

Pos. Number: 108946

Position Title: Communications Officer
Name of Employee: 
Department: Graduate Studies Office
Position Reports To (Title): Director, Administrative Services
Description Prepared by: Date: November 25, 2011

B. POSITION SUMMARY

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

The Communications Officer provides leadership in communication initiatives for Graduate Studies to enhance the recruitment and retention of high caliber graduate students in graduate programs at Simon Fraser University. The incumbent of the position plays a key role in promoting Graduate Studies programs to its stakeholders including Student Services, and faculty graduate programs. The Communications Officer researches, analyzes, and disseminates information on graduate programs and services for 70 graduate programs across 50 academic units, 8 Faculties, and 3 campuses. The incumbent of the position liaises with faculties and academic departments to assist them in the development and implementation of communications to recruit students to their graduate programs. The Communications Officer prepares and disseminates quality promotional materials and collaborates with professional staff in Public Affairs & Media Relations in the publication of communications to highlight the achievements of graduate students or graduate programs, and to promote Simon Fraser University as a premier institution for graduate studies in the highly competitive global market of graduate student recruitment. The Communications Officer develops and implements initiatives to: raise faculty, staff, and student awareness of graduate programs and services within SFU; position SFU as a research-intensive institution on the global stage particularly with regard to promoting the achievements of graduate students; raise the profile of SFU graduate programs locally, nationally and internationally; increase the quality and quantity of students admitted to graduate programs at SFU; enhance communications internally among graduate programs, faculty, students and staff; and integrate media and communication activities for the Office of Graduate Studies.

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.

COMMUNICATIONS (45%)

Provides leadership and coordination for the media and communications activities of Graduate Studies. In consultation with the Director, Administrative Services, develops, implements, and maintains communication initiatives.

Acts as the key contact and the communications representative for Graduate Studies. Liaises with administrators, faculty, and staff within SFU to ensure that Graduate Studies is positively portrayed.

Fosters and maintains ongoing working relationship with professional staff in Public Affairs & Media
Relations (PAMR). In collaboration with PAMR, develops and distributes stories, features, reports, and news releases for provincial and federal agencies, other universities, and for other SFU websites. Promotes graduate studies at SFU and its graduate interests through social media channels such as blogs, Twitter, Facebook, etc.

Works in collaboration with personnel representing faculty graduate programs and Student Services to create compelling graduate student recruitment communications designed to attract quality graduate students, retain current students, and develop and enhance relationships with stakeholders.

Oversees the design, development and production of communications and promotional materials including print/electronic/web publications.

Proactively, identifies, researches and develops story ideas, news articles and media releases promoting notable achievements, events, and activities pertaining to graduate students, programs and services.

In collaboration with professional staff in Public Affairs, prepares and releases quality promotional materials both internally and externally. Monitors the visual identity and brand image expression of all materials ensuring that web and electronic media are of the highest professional quality and conform to the university’s branding standards (http://www.sfu.ca/clf/branding.html).

Collects, analyzes, and prepares reports on data relating to graduate studies at SFU.

Conducts directed research, prepares reports on activities that are consistent with the Office of Graduate Studies goals and objectives. These include promotional events, design/development of materials including print/electronic publications, newsletters, etc.

Identifies functional requirements and takes a lead role in the editorial design and development/publication of promotion materials (including brochures), advertising activities, and the design/development of innovative materials for student/faculty workshops and university-wide events (such as Grad Orientation Day, Convocation Ceremonies, Scholarships Day, etc.).

Maintains technical currency on the broad range of electronic communication capabilities, implementing those most useful to the graduate program enterprise.

Writes presentation notes for Dean and Associate Dean, as required.

MARKETING (20%)

Contributes to the development of strategic integrated marketing plans by researching graduate studies in the external and internal environments and by completing an in-depth analysis of the current marketplace; current and prospective students; and internal/external partners and stakeholders in the local, national and international arena.

Collaborates with the Dean and Associate Dean, and the Director of Administrative Services on the planning and development of marketing initiatives to promote graduate studies at Simon Fraser University and to enhance the university’s international reputation as a research-intensive institution.

Fosters and maintains ongoing working relationship with professional staff in the Communication Services of Student Services to ensure smooth collaboration between the units in regards to marketing SFU graduate studies.

Provides leadership and liaises with faculties and academic departments to assist them in the development and implementation of initiatives to market and recruit students to their graduate programs.

Develops and manages the budget for communications and marketing related activities (approximately $100,000).
WEB DEVELOPMENT (15%)

Oversees the design of sophisticated and advanced web site architecture and ensures websites comply with marketing objectives; are visually appealing; reach target audiences; provide reliable performance and accessibility; employ user friendly administration tools; optimize the use of search engines; incorporate applicable technologies (streaming and multi-media); and acknowledge reciprocal considerations and relationship marketing.

Maintains student-focused web content on the DGS website to promote graduate studies at SFU to an international audience. This includes student recruitment strategies, promotional announcements about student and faculty research and accomplishments, as well as scholarship funding opportunities, newsletters, development of graduate brochures (including print and electronic publications), and the 'look and feel' of the Graduate Studies website.

Performs web analytics (the measurement, collection, analysis and reporting of internet date for purposes of understanding and optimizing web usage) on the DGS website as well as the graduate academic program websites.

Provides expertise and consultation on communication materials, web design, and website technologies, etc., to Graduate Program Assistants.

SPECIAL PROJECTS AND EVENTS (10%)

Identifies gaps in services offered to graduate students and liaises with internal and external stakeholders to mediate the gaps through the production of materials, and the organization of seminars and workshops (e.g., scholarship workshops, career preparation workshops, and award ceremonies, etc.) for graduate students.

Identifies functional requirements and takes a lead role in the editorial design and development/ publication of promotion materials (including brochures), advertising activities, and the design/development of innovative materials for student/faculty workshops and university-wide events (such as Grad Orientation Day, Convocation Ceremonies, Scholarships Day, etc.).

STAFF SUPERVISION (10%)

Supervises the Information Clerk position. Hires, trains, conducts performance evaluation, and disciplines staff.

Directs other continuing staff and contract workers in the execution of all communication and marketing activities.

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?

Makes decisions regarding:

Development and implementation of communication strategies, in consultation with the Dean, Associate Dean, and senior managers within the Graduate Studies Office.

Acting as the key contact and the communications representative for the Graduate Studies unit. Identification, research, and development of story ideas, news articles, and media releases to publicize notable achievements, events and activities pertaining to graduate education at SFU.

Design of sophisticated and advanced website architecture.
Editorial design and development/publication of promotion materials (including brochures), advertising, and the design/development of innovative materials for workshops and events.

Supervision of staff.

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

Refers decisions regarding:

Complex issues not covered by existing policies, legal matters, serious complaints or complaints or sensitive media issues that may affect the positive image of Graduate Studies or SFU.

Substantive changes in approved marketing and communications plans.

E. SUPERVISION EXERCISED

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

<table>
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<tr>
<th>Number of employees reporting directly to the position.</th>
<th>1</th>
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<tbody>
<tr>
<td>Total number of employees for whom the position has direct responsibility.</td>
<td>1</td>
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Supervises activities of co-op students, research assistants (or other contract staff) working on DGS projects associated with communications.

Provides mentorship, guidance and/or direction to DGS staff, graduate program assistants and contract staff 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, Administrative Services. Meets regularly to discuss the progress of projects.

G. UNUSUAL WORKING CONDITIONS

The incumbent will be required to deal competently, professionally, and tactfully with a wide spectrum of individuals. The incumbent will be required to meet deadlines. Evening and weekend hours may be required on occasion to meet deadline work.

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 other related field, with three years of related professional experience including experience in the development and implementation of communications strategies, or an equivalent combination of education, training, and experience.

Excellent knowledge of communications principles, practices and techniques.
Excellent knowledge of print and electronic media, desktop publishing applications and databases, including web, wireless and content-management technologies.

Excellent knowledge of current website technologies, authoring languages and tools, (e.g., Adobe Photoshop, Illustrator, ImageReady, InDesign, and Acrobat; Macromedia Dreamweaver, BBEdit; Access, SQL; programming languages (e.g., Javascript, HTML, CGI)), and streaming and multimedia technologies.

High level of creativity with the ability to conceive, design, and development of stories, features, reports, newsletters, etc.

Ability to identify, research, and develop promotional articles and communications materials.

Ability to work collaboratively to maintain effective working relationships with professional staff in Public Affairs & Media Relations, senior academic administrators, and other administrative staff within the University.

Excellent writing, copy editing and layout skills.

Excellent communication skills (oral and written).

Excellent interpersonal, 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: ________________

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<tr>
<th>Position</th>
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<tr>
<td>Dean of Graduate Studies</td>
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<tr>
<td>Director, Administrative Services</td>
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<tr>
<td>Communications Officer</td>
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<tr>
<td>Information Clerk (Clerk Typist, grade 5)</td>
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<td>Pos. #99515</td>
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