SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL
JOB DESCRIPTION

Position Title: Digital Content Manager
Department: School of Communication
Reports to: Director, Communication
Employee Group: APSA

Position #: 00121986
Reports to [pos #]: 00000027
Grade: 8

POSITION SUMMARY
The Digital Content Manager identifies, plans, coordinates and manages strategic social media and digital communications for the School of Communication. The Manager develops and implements communications materials for the School’s website, social media channels, and other online sites; ensures consistency in the identification and implementation of key messages; and engages relevant audiences with regular content updates.

DUTIES AND RESPONSIBILITIES
Manages the School’s website and social media channels by:

- Liaising with faculty, staff, and students to create content for social media and web channels, including visual and copy content.
- Developing and implementing communications materials for the School’s website, social media channels, and other online sites, in consultation with the communication strategy committee to increase the profile of the School internally and locally, nationally, and internationally.
- Analyzing web traffic and other data sources using web analytic services (e.g., Google Analytics) and providing reports to the supervisor and/or the communication strategy committee as requested.
- Researching new and emerging technologies.
- Managing and prioritizing multiple communication/marketing projects.
- Proactively identifying, evaluating and recommending innovative communication channels to the supervisor and the communication strategy committee.
- Ensuring that the information on the School’s website is consistent, accurate, and current.

Assists in developing and monitoring project budgets for website and web marketing by identifying project components, estimating costs, and obtaining quotes to keep project costs within allocation.

Leads marketing and program staff in website and digital marketing projects by setting goals, scheduling, prioritizing and allocating work for temporary and continuing staff and managing project implementation. Provides one-on-one and group training, consultation, and advice to staff regarding the content and information needed to develop, update, and maintain the School’s websites.

Schedules, assigns, and checks web design tasks and projects implemented by other members of the marketing team; recommends and oversees improvements, as necessary.

Monitors and assesses the School’s social media presence to ensure, with support of the Director, that public communications accurately represent the university’s objectives and strategies. Engages with relevant audiences; monitors comments on the School’s web channels; and stimulates positive dialogue.

 Increases website and social media awareness among the target audiences, and enhances the digital presence of the School by:

- Developing and designing specific digital marketing initiatives including web display ads, email and mobile marketing, online videos, blogs, etc.
- Creating, setting up, and updating online videos for websites, digital advertising, and social media using standard video editing applications (i.e., Final Cut Pro) including capture and post-production.

Ensures compliance with copyright, trademark, privacy, and other laws by following creative asset usage regulations and securing permissions to use creative assets in websites and web marketing materials.

Participates on the Communication Strategy Committee to develop the digital content strategy for the School. Acts as a subject matter expert providing best practices, trends and recommendations to various stakeholders across the Faculty of Communication, Art and Technology (FCAT).

Collaborates with the Director and other staff in the School to identify, plan, coordinate and manage strategic public relations and media relations initiatives for the School’s audiences. Researches, designs and evaluates communication plans.
Liaises with other communications personnel within FCAT’s Dean’s Office, and other academic and administrative units at SFU as required.

**IMPACT OF DECISION MAKING**

The Digital Content Manager is responsible for:

- Identifying, researching, conceptualizing and developing story ideas, features, profiles, etc., to publicize the activities of the School.
- Determining the appropriate social media channels to use and frequency of posts.
- Making decisions regarding the most appropriate website structure to communicate content.
- Determining appropriate methods to increase user friendliness of the School’s websites and enhance user experience.
- Selecting the most appropriate web and programming tools to achieve desired results.
- Finding the most effective solutions to solve technical problems related to website design and web marketing.
- Aligning web initiatives with marketing goals and objectives.

**RELATIONSHIPS**

Establishes and maintains relationships with peers and contacts with access to information and key business partners. Shares information and advice on how to get things done and who to involve.

**Supervisory**

No direct reports. May supervise temporary staff, work-study and/or co-op students as required.

**Primary Working Relationships**

**Internal Connections** - Consults with the School Director and other senior administrative staff in CMNS, as needed, about key messages.

**External Connections** - Liaises with, and guides third-party vendors and suppliers in the delivery of various website and digital marketing products and services.

**QUALIFICATIONS**

Bachelor’s degree in Communication, Digital Media, Marketing, or related discipline and two years of related experience in social media, digital content creation, marketing or an equivalent combination of education, training and experience.

- Excellent knowledge of web design principles and current trends; content management systems; and best practices for organizing and tagging content for the web environment.
- Excellent knowledge of web analytic services (i.e., Google Analytics).
- Excellent interpersonal and communication (verbal and written) skills, with the ability to network and develop effective working relationships.
- Excellent project management skills, including leading projects, communicating project statuses, and completing deliverables.
- Excellent writing, editing and proofreading skills, including writing for web.
- Excellent quantitative analysis skills.
- Excellent time-management and organizational skills.
- Proactive, with excellent problem-solving and leadership skills.
- Ability to translate project requirements into analytics solutions.
- Ability to exercise mature judgement, initiative and independence in setting and accomplishing goals and priorities.
- Ability to research, design and evaluate communications plans.
- Ability to manage content on social media platforms such as Facebook, LinkedIn, Twitter, YouTube, Instagram, and Flickr.
- Ability to demonstrate innovation in the use of website technology, platforms and tools (e.g., Adobe Photoshop, Illustrator, Image Ready, InDesign, Final Cut Pro, HTML, CSS and Adobe CQ).
- Ability to work independently.
- Ability to work on multiple projects simultaneously and meet project deadlines.