SIMON FRASER UNIVERSITY
ADMINISTRATIVE & PROFESSIONAL
JOB DESCRIPTION

Position Title: Communications Analyst, Content Production & Distribution
Department: External Relations – Communications and Marketing
Reports to: Director, University Communications
Employee Group: APSA

Position #: 00120145
Reports to [pos #]: 00116784
Grade: 007

POSITION SUMMARY

The Communications Analyst, Content Production & Distribution is the principal point of contact and advisor regarding all requests for content production and distribution on SFU’s communications channels. The Communications Analyst is responsible for consulting with clients and stakeholders to gather information and establish objectives for content development, planning and developing project timelines for content deliverables, assisting with the production and managing the distribution process on the communications channels. The Communications Analyst provides support in developing and streamlining processes to improve workflow and production for content distribution across SFU and informs content selection through integrated metrics and reporting to advance the priorities of University Communications.

DUTIES AND RESPONSIBILITIES

1. Provides support for content development to clients and stakeholders to implement the institutional content strategy by:
   - triaging requests, assigning resources and establishing objectives for content development and amplification during the initial stages of planning.
   - Applying editorial best practices to support consistent story-telling and messaging to ensure content aligns with institutional content strategies.
   - developing and strengthening relationships with faculty, department communicators and key stakeholders to develop awareness of multi-channel content published through SFU’s main channels and earned media.
   - advising on the development of proactive content and strategic guidelines for institutional channels.
   - advising of resources available and providing general guidance in the use of new tools and templates for self-serve content production and distribution.

2. Provides support to streamline processes for content distribution by:
   - coordinating and managing all requests and tools relating to content, coverage and digital distribution by using a content tracking and project management system (e.g., Asana).
   - collaborating with the Assistant Directors of University Communications to create and manage content calendars. Manages content schedules and timelines for all elements of content production and distribution in all channels and formats (e.g., text, photo, video).
   - Measuring, monitoring and evaluating the efficiency and effectiveness of each deliverable from planning to completion, and making recommendations for continued workflow improvements based on emerging trends, best practices and evolving methodologies.
   - Leading content planning meetings, presenting collected story ideas and recommending the story approach with the Assistant Directors of University Communications.
   - Coordinating assignments with leads and overseeing content workflow from production to distribution to ensure project timelines are being met.
   - Ensuring ongoing status updates from leads are effectively captured in Asana.
   - Collaborating with Directors of University Communications to generate metrics from project management platform (e.g., Asana, Google Analytics, Hootsuite and Meltwater) to recommend resource allocation for content planning.
   - Collaborating with team members to monitor, assess and generate reports on content performance from various channels (e.g., social media, SFU.ca, e-newsletters) to inform content strategy.
   - Collaborating with the Director, Corporate Communications to lead the content planning, coordination and distribution of a monthly e-newsletter for SFU’s Communicators.
   - updating the centralized resource library for support tools and templates for department communicators (e.g., Communicators Toolkit, CLF, Image Library).
   - Creating new workflow processes, documenting current processes, identifying gaps and/or problems, and taking corrective action to resolve problems.
• developing and implementing streamlined production and distribution processes to maximize the overall productivity of the University Communications team.

IMPACT OF DECISION MAKING

The Communications Analyst, Content Production & Distribution is responsible for:
• decisions regarding the planning, development and implementation of standard operating procedures and workflow processes;
• evaluating and coordinating production and distribution workflow for SFU communications channels;
• planning and developing resources for department communicators

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

QUALIFICATIONS

Bachelor’s degree in Arts or Communications and four years of related experience, including editorial or project management experience working with complex workflows and multiple stakeholders, or an equivalent combination of education, training, and experience.
Excellent knowledge of digital content production and distribution for multiple channels
Excellent knowledge of the principles of the editorial process and workflow for digital publishing.
Excellent organizational, time management and project management skills.
Excellent problem solving and conflict resolution skills.
Excellent presentation and public speaking skills.
Excellent leadership, motivational, and team building skills.
Ability to build collaborative relationships and to influence others with solid, well-reasoned advice.
Ability to exercise mature judgment, initiative, tact and diplomacy.
Proficient in the use of standard office applications, web analytics, new media software and content management systems (e.g., MS Office, Google Analytics, Hootsuite)
Ability to arrange suitable transportation to various work locations.