#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Knowledge Mobilization Education Coordinator

**Job Number:** A-269 | VIP: 1426

**Band:** OPSEU- 9

**Department:** School of Education & Professional Learning

**Supervisor Title:** Dean,School of Education & Professional Learning

**Last Reviewed:**  October 24, 2022

#### **Job Purpose:**

Reporting to the Dean of Education and working in conjunction with the Department of Marketing & Communications, the Knowledge Mobilization Education Coordinator will oversee the development and implementation of web-based materials, communications, and marketing strategies to promote the School of Education and Professional Learning. Working in consultation with the Dean of Education, education faculty and other key departments at the University, and District School Board partners, the Knowledge Mobilization Education Coordinator will develop and implement a strategic web presence and communications plan that will guide communication, marketing, and recruitment activities for all programs of the School of Education (undergraduate, graduate and post graduate programs). The Knowledge Mobilization Education Coordinator will work closely with the Dean of the School of Education, the Department of Marketing & Communications, and the Office of Recruitment & Admissions to evaluate the effectiveness of communications initiatives that promote the School of Education programs to relevant audiences (with adherence to university style guidelines and brand standard toolkit).

#### Key Activities:

***Website, Social Media & Digital Communications (50%):***

*(Includes: Videography/Photography, Editing, Graphic Design, Website Maintenance)*

1. Responsible for independently developing creative and effective content for the School of Education website, other social media links and new media technology, including news sections, events pages, and other related activities.
2. Develop digital content for the Teacher Education Stream, the consecutive B.Ed., the concurrent Indigenous B.Ed., the M.Ed. in Educational Studies, and Additional Qualifications programs with direction from the Dean of Education and in consultation with the Department of Marketing and Communications. Develop a strategy and content for an E-mail communications related to all prospective students who are considering any of the School of Education programs.
3. Produce and execute a plan for the ongoing use of multi-media tools and equipment to capture various aspects of the School of Education to upload to the web and social media networks, in a timely manner. Including but not limited to the following:

* Connect with course coordinators within the School of Education about key components of the education programs, leading to short vignettes for website, YouTube, etc.
* Maintain an up-to-date collection of faculty profiles for use on the web and in marketing materials.
* Film (and edit) faculty, keynote speakers, students and School of Education events for uploading to website and YouTube.
* Create a bank of photographs to be used on advertising materials, social media, etc.
* Collect footage of students in action to add to overall program video bank.
* Create teacher stories from the classroom, small lesson bundles and teaching tips to be shared.
* Create an on-line system for sharing of information such as weekly/monthly events to be used for Twitter, Facebook, Pinterest, Instagram, etc., both internally and externally.
* Develop content outlines and oversee the creation of new program marketing videos.

1. Research best practices, trends, new strategies and take initiative in using the web and social media to effectively engage prospective students, applicants, alumni, and partners.

***Research Support & Knowledge Mobilization (20%):***

1. Support faculty in the dissemination of research findings with creative ways of representing data and analyses that align with relevant research communities and guidelines.
2. Work with faculty to continually showcase research both internally and externally and making connections to other university departments to help promote inter-disciplinary approaches through collaboration.
3. Design and develop print and video materials of research to be presented at conferences and in other venues where scholarship is featured.
4. Lead and facilitate workshops pertaining to technology in the classroom in collaboration with personnel of the School of Education.

***Marketing & Communications (30%):***

1. In collaboration with the Alumni Affairs office, update and maintain the Bachelor of Education and the Master of Educational Studies Alumni databases for future fund-raising, professional development, and mentorship opportunities.
2. Research and interview School of Education’s alumni to profile on the School of Education website, write profiles and maintain a database of stories. May include in-province travel.
3. In consultation with the Dean of Education and the Department of Marketing and Communications, promote School of Education’s academic and professional programs through distribution of relevant press releases and articles; as well as in display materials in and around the School of Education and Professional Learning in Otonabee College.
4. Design and implement marketing materials including brochures, zap banners, posters, large displays, bookmarks, branded stationary, etc.
5. Oversee various aspects of targeted social media and print marketing campaigns for the M.Ed. and B.Ed. programs, with close attention to the educational messages regarding pedagogy and teaching philosophy.
6. Create a relationship management contact list with various partner organizations and individuals for the M.Ed. keep the list updated for phone calls, e-communication, print material delivery, etc.
7. Create and perform regular e-communications with target audiences based on contact lists.
8. Develop outreach strategies to encourage partnerships with and between school boards, hospitals, community and social agencies, and advisory groups.
9. Attend and capture key events where recruitment opportunities for the M.Ed. and B.Ed. might take place.
10. Research practices and activity of other university education departments and develop strategies and materials that are unique to the Education department with substantive educational distinctions. Maintain monthly and annual statistics.
11. Attend regular meetings of the marketing and communications network group.

#### Education Required:

* Both an Honours Bachelor’s Degree (communications, marketing or related field is preferred) and a Bachelor of Education Degree are required.
* Related Master’s Degree preferred.

#### Experience/Qualifications Required:

* Minimum of five years of experience in photography, videography, web-based technology, social media, marketing, web, and graphic design, etc.
* Minimum five years’ experience with academic scholarship and knowledge mobilization strategies.
* Knowledge and understanding of the current landscape in K-12 public education.
* Experience in education-related field with K-12 classroom teaching experience.
* Knowledge and understanding of the K-12 curriculum content and relevant pedagogies.
* Knowledge and understanding of district school board cultures and appropriate communications with these partners
* Proficient in programs such as Final Cut Pro X, Adobe Photoshop, In-design, Contribute and Dreamweaver, Drupel, Pro Tools (or other professional audio recording software).
* Working knowledge of and ability to troubleshoot both Mac and PC operating systems.
* Has direct access to and facility with audio and video recording equipment. (i.e., wireless mics, photo/video cameras, lighting kit and other production equipment.
* A minimum of five years of experience in public relations, communications, media and web design or some combination thereof.
* Demonstrated experience developing and leading communications and marketing projects.
* Interest and appetite for the latest developments in marketing and media as well as experience in integrating social media and online media strategies.
* Exemplary interpersonal, communications, conflict resolution skills with ability to build bridges between complex stakeholder groups and individuals.
* Outstanding strategic, creative, and conceptual writing and editing skills for various media particularly customized to the field of education.
* Recognizable, professional, and ethical social media presence as well as expertise in media technologies.
* Excellent sense of discretion, judgment, tact, and diplomacy.
* Dedication to customer service and a student-centered environment.

**Job Evaluation Factors:**

**Analytical Reasoning**

This job requires analytical reasoning to apply to responsibilities that are diverse, complex, and multifaceted. Judgment is exercised in adapting methods to arrive at solutions. Situations are broad in scope, and lack standard practice to resolve, thus requiring the recognition, analysis, and creative definition of practical solutions. Work planning is in direct collaboration with others, and occurs within broad time frames, but may require adjusting plans and priorities to respond to changing circumstances with much tighter timelines.

Logical and critical thinking is often required to define problems, develop alternatives, propose, plan, and implement solutions.

Example:

The Knowledge Mobilization Education Coordinator will meet with the Dean of the School of Education, faculty and staff from the Departments of Communication and Marketing, Alumni Affairs and the Office of Recruitment and Admission to interpret communication needs and determine appropriate format, information and messaging for key audiences. Multiple projects must be coordinated at the same time and often with strict and competing deadlines. The Knowledge Mobilization Education Coordinator must work independently to develop content and plans on how best to expand and enhance communications and reputation of the School of Education, its students, faculty and partners in K-12 educational contexts.

**Knowledge Mobilization**

Often defined as the use of evidence and expertise to align research, policy, and practice to improve outcomes for broad audiences and community groups, KMb involves knowledge sharing and knowledge building between and among researchers and practitioners using a wide range of formats and structures. The Knowledge Mobilization Education Coordinator is required to work with faculty researchers in developing innovative ways to disseminate findings and outcomes, and to engender related actions as a result of the outcomes identified.

Example:

Research is often presented at international and national conferences of academics that maintain strict guidelines for presentation styles and formats. The Knowledge Mobilization Education Coordinator will work with the researcher to ensure the proposed research work aligns with conference and event guidelines, including the development of interactive formats.

**Decision Making**

The Knowledge Mobilization Education Coordinator is required to take initiative and make decisions with limited input from others and limited supervision in order to develop communications plans, content, and strategies. This work is in consultation with the Dean of Education.

Example:

The Knowledge Mobilization Education Coordinator must advise upon and determine the best formats and approaches for promoting the School of Education and Professional Learning. Projects involve building and maintaining web sites, creating timely on-line communications through various social media activities, and creating content for web, social media and print materials and messaging. The physical promotion space around Otonabee College is included in this work. Plans are reviewed by the Dean and then implement within tight timelines and varied demands.

**Impact**

Impact on the School of Education and Professional Learning and the University can be significant and long term. Errors or miscommunications may affect partnerships, recruitment and can damage the reputation of the School of Education and the University. In a very competitive market for recruitment in undergraduate stream programs as well as the B.Ed. consecutive and concurrent programs, the M.Ed. and Additional Qualifications programs, it is necessary to highlight the unique pedagogical and curriculum features and strengths of our programs, through advertising, awareness of program content and its unique features, and the research of faculty. The inability to successfully promote the School of Education will have a negative impact to the whole organization.

Example:

The Knowledge Mobilization Education Coordinator is responsible for producing a variety of critical communications materials to diverse audiences through web, print and social media. Poorly written, produced, or conceived messaging and materials can lead to dissatisfaction of prospective students and applicants and potentially damage the University’s reputation and ability to attract students. Poor messaging will also have a negative impact on the individuals within the School of Education.

**Responsibility for the Work of Others**

Indirect Responsibility

Determines appropriate content and messaging used by the School of Education in working with faculty, students, and partners to promote its programs and faculty.

Advises staff and faculty on issues related to electronic and social media posts as well as print materials for dissemination.

Direct Responsibility

Ensures that all print and web-based material created by colleagues is branded and formatted to Trent’s marketing guidelines; represents the School of Education accordingly.

**Communication**

Communication requires consulting on issues, presenting complex educational information, explaining analysis and rationale, and making recommendations to management, faculty and staff. Job responsibilities require clear and consistent communication with diverse contacts, inside and outside the organization.

Internal

Job requires contact with the Dean of the School of Education, the Director of the Department of Marketing and Communications, the Director of Alumni Affairs, the Director of the Office of Recruitment and Admissions, faculty, staff, and students.

External

Job requires contact with external partners and potential partners, alumni, prospective students and their families, media, and other post-secondary institutions.

**Motor/ Sensory Skills**

Motor Skills

- There is a requirement for a high level of precision in motor or sensory skills with some tolerance level. Job duties include keyboarding throughout the day and require dexterity involving attention to detail and accuracy.

- Precision and stability is required for videography and photography based project to attain desired angles

*Skill Type*  **Job Tasks Required**

Keyboarding A lot of time spent on the computer, using keyboard skills – attention to detail and accuracy required.

Videography/Photography Ability to set up and maintain equipment for video and photography including sound equipment and cameras, tripods, and shoulder mount equipment.

Sensory Skills

*Skill Type* **Job Tasks Required**

Hearing/Verbal Communicate effectively with internal and external audiences.

Audio/Music Mixing Ability to equalize audio and music that supports video-based projects; expertise in understanding high-quality in both sound and composition is required.

**Effort**

Work involves a high level of mental effort. Work may involve long periods of sustained concentration, with multiple competing demands, changing deadlines and time pressures, and the use of a variety of multi-media modes.

Mental Effort

**Description** **Job Tasks Required**

Sustained concentration Ability to maintain concentration on projects to ensure their completion in an accurate and timely manner.

Multitasking/competing demands Ability to manage multiple and diverse projects with competing timelines; ability to adapt schedule for new priorities.

Physical Effort

**Description** **Job Tasks Required**

Extended hours Work is at times physically demanding, sometimes involving evening and weekend events and activities.

Setup/Production/Tear-down Heavily dependent on the ability to transport and setup heavy video equipment and lighting for production, including expert use of the equipment, followed by tear down; regularly.

**Working Conditions**

The position involves stress related to the management of a variety of time sensitive projects with competing deadlines, both within a team structure and as individual projects, as well as the need to make independent decisions that potentially effect institutional reputation.

Physical

Interior/exterior Activities take place both indoors and outdoors, at Trent and beyond Trent in the province of Ontario. May require local travel.