#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Digital Content Coordinator

**Job Number:** C-052 | VIP: 1316

**Band:** OPSEU-8

**Department:** Communications

**Supervisor Title:** Digital Communications Project Manager

**Last Reviewed:**  September 27, 2021

#### **Job Purpose:**

Reporting to the Digital Communications Project Manager, the Digital Content Coordinator is responsible for leading social media planning, strategy, and execution to support the University’s recruitment, retention and reputation goals and serves as the department’s lead photographer and videographer. The position emphasizes communications, digital and social media innovation and content creation, project management and content management skills, analytics, and a strong customer service orientation. The position works to deadlines, involves multi-tasking and working closely with University stakeholders across several departments.

#### Key Activities:

##### Social Media

* Plans, project manages, executes and evaluates social media strategies to align with reputation, student recruitment and retention goals.
* Responsible for day-to-day social media management including developing an editorial calendar and content strategy, publishing current, accurate and informative content, and active monitoring and community management of the University’s main social channels.
* Creates compelling written and visual content for social media and generates regular reports and insights to improve the performance of and engagement on social channels.
* Provides direction, support, and training for social media users across the University to help inform overall strategy and engagement.
* With Digital Communications Project Manager and Digital Manager, leads creation and execution of social media campaigns for Communications and with other departments and teams as needed.
* Monitors social media and industry trends, ensuring campaigns are competitive and effective. Research emerging technologies and best practices and communicate findings to team.

##### Digital Content

* Uses digital camera to capture photos and videos to complement content on University digital marketing channels. Edits photo and video content to support the University’s overall content marketing objectives.
* Project management of vendor supported photo and video projects.
* Seeks opportunities to fully advantage all communications content for digital platforms, including but not limited to website, social media, mobile app – with eye to keeping content current, engaging, accurate and informative.
* Under the direction of the Digital Communications Project Manager and working with Communications team, develops creative templates for use by content owners in properly reflecting the University style guide, including eComms and digital assets.
* Explores, stays apprised of and researches new emerging technologies and best practices that the University could leverage (e.g. podcasts, virtual tours, new social channels and trends, blogs).

##### Digital Service and Support

* Continually tracks and evaluates effectiveness of digital marketing campaigns across multiple channels. Provide reports as required throughout campaign life cycle and recommend adjustments to optimize performance based on data analysis and metrics.
* Provides client service and planning support to academic and service departments including social media and digital planning and content audits, with an emphasis on integrating the needs of various departments across digital marketing channels, including web, social media and eComms, to align with broader University initiatives.
* Liaises with other departments and work with Communications team to profile events.
* Responds to staff and faculty inquiries regarding social media and digital content requests and provides timely response to assigned customer service tickets.
* Supports Communications team with design of and assets for eComms and other materials.
* Under the guidance of Manager, helps to implement and enforce University digital policies and maintain compliance with relevant standards, templates and privacy and accessibility regulations (AODA, PIPEDA, CASL and GDPR).

##### Administrative Duties

* Liaise with vendors and third-party providers on digital projects as required.
* Actively participates in communications planning meetings and brainstorming sessions, acting as lead on social media strategy and execution.
* Learn, provide recommendations, and implement opportunities to improve efficiencies and performance of website, social media, and digital asset management.
* Provide assignments and oversee work of student employees and social media ambassadors in support of key activities and monitor progress.
* Events support and other duties as assigned by the Communications Office.

#### Education Required:

* General University Degree (3 year) or College Diploma (3 year), preferably in one or more of Digital Marketing, Social Media, Communications, or Business with a marketing or digital focus.

#### Experience/Qualifications Required:

* Four (4) years of directly related experience in a position such as social media management, digital marketing, or communications with digital expertise.
* Demonstrated experience with project management principles and project management software, as well as aptitude for strategic thinking.
* Experience planning social media strategy, managing day-to-day execution, reporting and analysis, and experience with a social media management tool, such as Hootsuite, Sprout Social or Agora Pulse.
* Outstanding strategic, creative, and conceptual writing and editing skills for various digital media.
* Recognizable and consistent social media presence as well as interest and expertise in new media technologies.
* Intermediate to advanced photography and videography skills, and experience with software including Photoshop and Premiere.
* Experience creating and editing web content using a web content management system; Drupal experience an asset.
* Understanding of AODA and how it applies to accessible digital content.
* Excellent computing skills (Microsoft Office, Word, Excel, Project Management, email, internet, web content management, PowerPoint, etc.)
* Self-motivated and responsible with a mature attitude and professional demeanour, with demonstrated skills in engaging with and presenting to others.
* Excellent sense of discretion, judgment, tact, and diplomacy.
* Ability to manage diverse projects and shifting priorities within tight timelines.
* Customer service orientated with an outgoing and collaborative personality.
* Ability to work with constructive feedback and take direction.
* Knowledge of the Ontario secondary and post-secondary system environments, trends and needs.