POSITION SUMMARY

QUEEN'S UNIVERSITY - GENERAL STAFF

POSITION TITLE:	Senior Communications Officer	
DEPARTMENT:	University Communications	
POSITION NUMBER:	00501220	
GRADE:	8	EFFECTIVE DATE: September 17, 2013

JOB SUMMARY:

Reporting to the Associate Director, Issues Management and Strategy, and working as part of the University Communications team, the incumbent is responsible for identifying, developing, and implementing internal communications strategies and tactics to support the University's goals, which include:

- Promoting the Queen's brand and profile by raising national and international awareness of the University
- Promoting the institution and senior administration as a leadership voice of post-secondary education
- Engaging audiences and stakeholders through internal communications

The role requires an experienced and enthusiastic communications professional who is a strategic thinker, a relationship builder, a planner and implementer.

KEY RESPONSIBILITIES:

- Network and ensure regular communications with key stakeholders in the University community so as to identify initiatives and / or stories to best highlight and support institutional goals
- Identify, develop, write, edit, finalize and implement plans, stories, releases, Questions and Answers documents, briefing notes, speeches/speaking notes, web content etc. for use by University leadership and for identified communications channels and/or distribution, working with key contacts as required
- Support media activity to build and enhance the University's image by creating content that can be integrated into new or existing communication channels
- Work as part of Communications team to identify opportunities for news stories and strategic application of stories in development (i.e. in marketing materials, internal communications channels, etc.). Identify new opportunities for enhanced media profile
- Contribute to the maintenance and updating of the University's news and information web presence. Post news stories, photos and other information as required to the Queen's News Centre and other university websites
- Provide mentorship to junior writers by providing feedback and critical review to help with story creation and / or development
- Fulfill other duties as required

REQUIRED QUALIFICATIONS:

- Undergraduate university degree with a focus in Communications, Journalism or Public Relations preferred

- Three to five years of proven experience in a communications or public affairs / public relations field,
- Demonstrable experience in a fast-paced communications environment with an emphasis on tight timelines and delivery.
- Familiarity with web-based content management systems and web communications
- Familiar with Canadian Press Style Guide and Canadian libel law preferred

SPECIAL SKILLS:

- Strong news and editorial judgment to address complex and / or sensitive issues, combined with strong copy editing skills and a clear, concise writing ability. Must possess an excellent command of the English language as well as an ability to write accurate and informative stories
- Excellent interpersonal skills to deal professionally with a wide variety of individuals including senior staff, faculty and / or media
- Highly analytical with an ability to think about Queen's information in an interdisciplinary way to identify different angles for various audiences and to package information for a variety of communications channels in order to best appeal to various audiences, internal and external to the University
- Results oriented and highly motivated to advance department goals or programs
- Ability to work on own and as part of a team. Flexible and willing to adapt or do what is necessary to further department / University objectives
- Strong customer service orientation with a demonstrated ability to respond to client requests quickly and professionally
- Ability to work in a deadline-driven environment, accommodating irregular work hours when necessary. Ability to multi-task and prioritize projects/initiatives to meet deadlines
- Strong attention to detail and focus on accuracy. Understanding and appreciation for the implications of errors for the University and department with respect to relationship building, credibility and reputation

DECISION MAKING:

- Assesses what information is newsworthy and has value for advancing communication objectives
- Manages best results-oriented opportunities for promotion, awareness-raising and support-building when faced with multiple competing priorities
- Prioritizes work in order to stay organized and focused on highest impact, most time-sensitive items
- Determines necessary and appropriate content for various written communications as assigned
- Identifies necessary constituents for interviews and further consultation to effectively prepare news stories and other communications materials
- Selects necessary content to maintain and update information on the web. Implements changes as required
- Recognizes and recommends opportunities for integrating stories into various university communication outlets

SIGNATURES:

	Date
Incumbent	
Manager	
Department Head/Director or Designate	