



BCGEU POSITION DESCRIPTION

POSITION TITLE: Writer/Multimedia Storyteller

JOB NUMBER: 699

DEPARTMENT: Marketing and Communications

PAY LEVEL: 13

DATE CREATED:

DATE REVISED: August 2021

PRIMARY FUNCTION

Reporting to the Manager, Marketing Operations, the Writer/Multimedia Storyteller will provide on-going writing and editing services which include, but are not limited to: research, writing, editing for print, web, digital and social media and coordinating written marketing projects related to University marketing and recruitment. This position will establish, encourage and maintain strong business relationships with internal KPU departments in order to serve their writing and promotional needs through all mediums - print, digital, social media, websites and other advertising and promotional means.

The Writer/Multimedia Specialist will assist in the implementation of content strategy for all KPU advertising and marketing initiatives and is responsible for developing compelling KPU stories in order to market the university, elevate the brand and recruit students. The utmost priority for this position will be to work with the Managers and staff within the Marketing and Communications department to determine the written projects required, research the stories – including interviewing faculty, students, staff, parents and external individuals and create engaging pieces to market KPU - providing the information in the most efficient means to reach the mass KPU target markets.

The incumbent will develop and implement support services for the Marketing and Communications department by providing writing and copy, editing expertise, and planning and coordinating services for other departments and service groups. The position will also assist in formulating plans, projects and processes that the department will undertake and perform all clerical duties related to the position.

JOB DUTIES AND TASKS

1. Researches information and prepare written copy for marketing materials and other related University promotional campaigns.
2. Plan, coordinate and implement writing and editing processes in order to obtain successful on-going stories and information about the University, its programs, students and faculty using sound strategic methodology.
3. Develop ideas and implement writing strategies, including print, web, social and digital media to ensure consistency in messaging and ongoing communications for the University with its various target markets.
4. Ensure delivery of correct and sufficient information in all written materials in order to maintain the integrity and reputation of the University.
5. Write effective copy and recommend content for advertising, brochures, newsletters, flyers, posters, direct mail, social media, digital signage and other print or electronic publications or documents, for all departments, faculties service areas served by the marketing and communications department.
6. Contribute to and recommend content for growing engagement, reach and impact across social media channels through social media content creation, posting and tracking.



7. Assist with copywriting for departments and faculty newsletters or similar projects, internal and external – work collaboratively with other departments, faculties and service areas to collect and communicate news stories, events etc. to faculty, staff, students and external audiences.
8. Collaborate with the media specialist to update the University's directory of experts and work collaboratively with these authorities on feature stories to effectively promote the University, the staff, faculty and students.
9. Collaborate with clients/departments to provide them with advice and guidance to research and write marketing materials that promote their programs, degrees, faculty, and students etc. that align with their business objectives as well as the overall institutional marketing plan.
10. Establish, build and maintain positive business relationships with key internal stakeholders – faculty and staff in all departments, faculties and service areas and independently advise and work on projects requiring writing and storytelling.
11. Serves as an advocate for KPU and all faculties, department and service areas to research and develop stories that will market KPU, its programs, faculty and students.
12. Proof-read draft marketing material from departments and faculties as required and review for effectiveness, layout, comprehension, grammar, punctuation and spelling suggesting improvements where necessary
13. Provides writing expertise to faculty, department and service area staff as required.
14. Work with the media and communications staff to assist in garnering interest in KPU stories and solicit interviews in order to promote KPU stories in the media.
15. Develop relationships and enhance communications with other colleges, universities and community partners and organizations to collaborate with shared marketing initiatives.
16. Act as a University representative and manage marketing functions at University events.
17. Research and prepare industry award submissions on behalf of the University.
18. Work with the Managers and marketing data analyst to monitor and evaluate the effectiveness of the University's written, web, digital and social media campaign copy using proven research and analysis methods. Provide recommendations for changes to written copy to ensure increased success with future promotional pieces and processes.
19. Work with the web content specialist to create engaging web copy with an eye to search engine optimization. Upon request, review departmental websites. Provide advice and guidance to clients on website flow and presentation and suggest changes to increase content effectiveness.
20. Prepare presentations (with platforms such as PowerPoint and Prezi, etc.) to support the marketing department and the faculties as required.
21. Prepare reports, correspondence, meeting minutes and other communications or documentation for departments as required.
22. Assist with photography, videography, website, social media and other marketing/communications expertise as needed and prepare and file all legal liability releases for all publications.
23. Works closely with graphic designers in creation of collateral for various marketing and recruitment purposes by writing appropriate marketing copy for each, keeping in mind target markets, marketing medium and reach of each piece.
24. Utilize independent decision-making skills, to recommend specific materials and copy to be developed to assist in the marketing and recruitment process - recommend ideas and act on collaborative outcomes with other departments.
25. Contributes to business process improvements through analyzing processes and making recommendations for improvements – including design, copy and implementation of work processes.
26. Researches current trends in writing effective marketing copy – print, digital, web and social media - for KPU audiences and stays abreast of industry trends and business practices.
27. Update and maintain information archives and databases related to research, written material, information, usage and other related details.
28. Establish and maintain records and files relating to research and information for marketing materials for all departments at KPU.



29. Expedite and dispatch print and electronic information within required deadlines to internal and external communities.
30. Work with Managers and department staff to maintain and regularly update photo and video library and other department resources and materials.
31. Assist in formulating plans, projects and policies that the office will undertake.
32. Provide instructions and training for replacement workers, student assistants, student ambassadors, auxiliaries and other Marketing staff, when needed.
33. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.

SUPERVISION RECEIVED:

Reports to Manager, Marketing Operations

SUPERVISION/DIRECTION EXERCISED:

Provides instruction and training to student assistants, coop students and provide guidance to other staff as required.

Provides writing expertise to staff in other departments, faculties and service areas.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

Build, maintain and file information and records on an ongoing basis. Develop a strategic and organized system for filing all research and information for all marketing materials and reports including print, web, digital and social media.

FINANCIAL RESOURCES:

The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES

1. A portfolio of at least five samples of writing with a marketing and sales focus showcasing content and creativity – for advertising, print, digital and social media.
2. Proven experience of at least one year of growing audiences on all social media channels and using Hootsuite and/or Sprout as a tracking and management tool.
3. Previous experience in higher education and/or agency is highly desirable.
4. Training and experience in marketing principles, technical writing, marketing writing, creative writing, media studies and writing for digital, social media and blogs would be an asset.
5. Superior marketing writing, editing and proofreading skills for a variety of mediums
6. Effective presentation skills and proven success working with different personalities and across functional departments to develop stories for marketing purposes.
7. Recent related experience working with website, content management systems – experience with Drupal would be an asset.
8. Proven experience using social media, developing on-going social media campaigns to send out appropriate messages to targeted audiences and experience in successfully managing multiple social networks with consistent, timely messages and the ability to analyse and report on them.
9. Demonstrated advanced writing, editing, and proof-reading skills for communication vehicles that deliver key messages to both general and highly targeted audiences.



10. Proven experience writing with a marketing focus for a variety of audiences and in different voices – students, parents, faculty, staff, executive, external communities as well as government and media – for education, info sharing, advertising, promotion, etc.
11. Intermediate knowledge in the use of computer software applications including word processing (MS Word), spread sheets (Excel), presentations (PowerPoint, Prezi) and desktop publishing skills in a PC environment using Microsoft Office.
12. Working knowledge of Adobe Creative Suite CS5 and Photoshop.
13. Experience with principles and processes for providing customer service to clients/ departments within the University as well as external audiences - includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
14. Demonstrated ability to multi-task, organize and prioritize work effectively in a fast-paced environment while meeting deadlines.
15. Demonstrated English language proficiency in spelling, grammar, punctuation and writing skills.
16. Must have excellent oral, written and presentation skills.
17. A team player with the ability to communicate and build effective relationships with individuals in the University community and external communities.
18. Proven self-starter who seeks challenges and demonstrated ability to exercise a high level of initiative and responsibility with minimal supervision with the ability to maintain a high degree of tact, diplomacy and confidentiality.
19. Ability to work a flexible schedule if required, including occasional evenings and weekends.
20. Possession of a valid driver's license and access to a vehicle is required.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

- Successful completion of a degree or diploma in Marketing, Journalism, Professional Writing or Communications, or an equivalent combination of education, and three years related experience and training may be acceptable with a proven portfolio.
- Minimum two years' experience with creating, writing/editing content for marketing materials – specifically writing content for marketing collateral, advertising, digital and social media.

Knowledge Skills & Abilities revised:
