



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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# Job Board Posting



Careers.Indigenous.Link

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## Communications Specialist

<b>Job ID</b>	<b>02-C7-0F-35-40-93</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=02-C7-0F-35-40-93">https://careers.indigenous.link/viewjob?jobname=02-C7-0F-35-40-93</a>	
<b>Company</b>	Western University	
<b>Location</b>	London, Ontario	
<b>Date Posted</b>	From: 2024-06-19	To: 2024-07-19
<b>Job</b>	Type: Full-time	Category: Creative Media and Writers
<b>Languages</b>	English	

### Description

Classification & Regular Hours

Hours per Week: 35

Salary Grade: 14

About Western

Since 1878, Western University has been committed to serving our communities through the pursuit of academic excellence and by providing students, faculty, and community members with life-long opportunities for intellectual, social, and cultural growth. We seek excellent students, faculty, and staff to join us in what has become known as the "Western Experience" - an opportunity to contribute to a better world through the development of new knowledge, new abilities, new connections, and new ways to make a difference.

About Us

As the academic commons of the University, Western Libraries provides the library and archival expertise and infrastructure - information resources, technology, people, and spaces - required to cultivate and mobilize knowledge, and accelerate excellence in teaching, research, and scholarship.

Responsibilities

The Communications Specialist will be responsible for carrying out a variety of communications related activities with a specific focus on promoting Western Libraries brand and engaging internal and external stakeholders to build its reputation locally, nationally, and internationally. Reporting to the Associate Chief Librarian, User Experience and Student Engagement, the Communications Specialist will develop, design, create, and assess communications and marketing efforts within Western Libraries and will lead the development of the Western Libraries communication strategy with the goal of enhancing, promoting, and protecting the reputation of Western Libraries and the University. The Communications Specialist will develop and maintain communication processes and practices within Western Libraries and will coordinate the communications for public relations and community engagement events within Western Libraries.

Qualifications

Education:

- Undergraduate Degree in Communications, Marketing, English/Literature, Journalism/Media or related program
- Post graduate diploma in Communications, Media Studies, Marketing, Public Relations or related program
- International Association of Business Communicators Designation completed or in progress is preferred
- Courses or training in social media strategy, public relations, graphic design or videography/editing an asset

Experience:

- 4 years' demonstrated experience in planning and implementing strategic communications and marketing programs, including effective creation and execution of projects and campaigns aimed at targeted audiences
- Experience in event planning, including media, social media, communications, public relations and outreach events
- Experience in producing a variety of communication and marketing vehicles aimed at various internal and external audience
- Experience writing in a variety of styles (e.g. journalistic, institutional, social media content, promotional web copy)
- Experience in a post-secondary environment is preferred

#### Knowledge, Skills & Abilities:

- In-depth knowledge of e-communication tools including website design architecture, social media, website analytics and graphic design principles
- Knowledge of theory and best practices in media relations and public affairs and of marketing trends and best practices
- Ability to ensure expenditures and resources are within allotments, and to make appropriate modifications when required
- Project management skills to manage multiple projects simultaneously from conception to completion within tightly prescribed timelines
- Ability to plan and manage events of various sizes; familiarity with large scale events an asset
- Media skills with solid communications judgment to present and package information to maximize interest and to engage individuals and teams inside and outside the University
- Ability to collaborate across internal and external boundaries to meet common objectives, improve outcomes and support work beyond one's own unit
- Verbal communication skills to clearly express ideas in an objective manner, and adapt communication style to suit the situation and audience
- Ability to establish effective routines for excellent communication with all members of the team to maximize productivity
- Ability to develop strategies that are in line with the Unit's mission and which balance competing priorities
- Ability to analyze metrics and consider past communications to craft engaging written communications using social media or other appropriate channels
- Ability to apply creativity and recommend strategies for engagement initiatives in response to cultural and social trends
- Critical thinking and analytical skills to assess complex higher education issues of concern to stakeholders, including the media, the public, and prospective donors
- Attention to detail and proofreading abilities with an excellent command of the English language
- Results-oriented with the ability to motivate and coach employees to meet high performance standards, while working effectively as a member of the leadership team
- Advanced computer skills in Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- Intermediate computer skills with content management systems (e.g. Cascade) and with programming using html coding; graphic design software (e.g. Adobe InDesign) and with social media platforms/metric reporting (e.g. Facebook, Twitter, Instagram, YouTube, Sprout Social, Hootsuite)
- Ability to interact professionally with students, staff, faculty, and other members of the University community
- Familiarity with University policies and procedures preferred

#### Western Values Diversity

The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression.

Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact Human Resources or phone 519-661-2194.

#### **How to Apply**

Click "Apply Now"

Please Note:

Interested applicants are asked to visit: <https://recruit.uwo.ca> for further information and to apply online referencing job #35863 by 11:59PM on July 18, 2024.

We thank all applicants for their interest; however, only those chosen for an interview will be contacted.