



BCGEU POSITION DESCRIPTION

POSITION TITLE: Internal Communications Specialist
REPORTS TO: Manager, Media and Communications
DEPARTMENT: Marketing and Communications
JOB CLASS: 13

JOB NUMBER: 797
INCUMBENT:
DATE CREATED: April 2021
DATE REVISED:

PRIMARY FUNCTION

Reporting to the Manager, Media and Communications, the Internal Communications Specialist will be responsible for activating and maintaining content on internal communication channels at Kwantlen Polytechnic University (KPU). A talented storyteller, the Internal Communications Specialist will be skilled at delivering captivating content across the university's communication channels that not only informs and engages the target audience, but also supports them to become ambassadors for KPU's message. The Internal Communications Specialist will have a flare for identifying and activating the human element within a university priority to deliver compelling content that drives action and supports change.

The Internal Communications Specialist will have a keen news sense and be alert to the potential impact of internal communications on external audiences and external communications on internal audiences. Given the wide-ranging nature of internal communications, the incumbent will have an appreciation and understanding of protocol, discretion, confidentiality, diplomacy and professionalism.

JOB DUTIES AND TASKS

1. Independently identifies, researches, prepares, reviews, edits and activates communications that inform and engage employees and other university stakeholders, government, media and the public. This includes message creation, written communications, newsletters, emails, e-newsletters, videos, photographs, presentations, social media, news releases, storytelling, web content, communication plans, podcasts and any other communications content.
2. Solely reviews and evaluates the success of communications and other initiatives, and uses that information to help shape guidance on the best way to present information to attract, inform and engage target audiences. Evaluation may include analyzing data and identifying insights from feedback.
3. Uses protocol, discretion, confidentiality, diplomacy and professionalism in the development and activation of communication initiatives.
4. Supports the research, identification and development of internal communication platforms and channels in collaboration with other departments and stakeholders, including Human Resources and Information Technology.



5. Develops and delivers communications to internal and external audiences as a collaborative member of the marketing and communications team.
6. Assists in the writing and distribution of press releases and other media communications where required and in the absence of the Media Specialist.
7. Assists with writing, editing, proofreading and reviewing copy, headlines, captions, photos, video and other web content as required and in the absence of the Website Content Writer/Specialist.
8. Works collaboratively with the Writer/Multimedia Specialist to ensure content is coordinated with marketing campaigns and branding initiatives where required.
9. Works collaboratively with Faculties, divisions and departments across the university to activate, coordinate and assist in the development of internal and external initiatives that support institutional priorities, enhance organizational culture, maintain reputation, develop stakeholder capabilities and deliver change.
10. Develops and maintains guides, training materials and other educational resources that support administrators, communicators and other university stakeholders to use the institution's internal communication channels and meet their own communication needs.
11. Independently researches and evaluates new communications channels and keeps abreast of best practices in order to stay current in the field.
12. Recommends new processes and practices that will elevate internal communications engagement within the university to the Manager, Media and Communications.
13. Provides ongoing training to the internal KPU community on how to effectively use communications channels.
14. Acts as a university representative and KPU ambassador and assists with managing marketing and communications functions at KPU events.
15. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.
16. Establishes a high personal standard of service and performance by actively participating in other duties as assigned, education seminars, training programs, etc.

SUPERVISION RECEIVED:

This position reports to the Manager, Media and Communications

SUPERVISION/DIRECTION EXERCISED:

Provides instruction, guidance and training in storytelling, information sharing, internal communications practice and use of KPU communication channels to other employees as need to support the delivery and effectiveness of university communication channels

**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 communication and marketing materials and reports, including web, print, digital, social media and other communication channels

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

- Demonstrated ability in writing creatively for a variety of audiences – e.g. faculty, staff, administration, students, external communities as well as government and media – and in different voices for education, information sharing, news, storytelling, promotion, etc.
- Demonstrated ability to provide customer service to clients, working across departments, and supporting administrators and employees.
- Proven ability to explaining complex and technical information in a simple yet compelling way for a variety of different audiences.
- Demonstrated ability to work independently as well as part of a team.
- Writing, editing, and proof-reading skills for communication vehicles that deliver key messages to both general and highly targeted audiences.
- Demonstrated ability to activate communication plans to support an organization’s objectives.
- Proven ability to work with and understand analytics to evaluate success.
- Ability to use data and specialist expertise to develop guides on the best way to present information to attract and inform target audiences.
- The ability to provide training to others and maintaining training materials.
- Intermediate knowledge in the use of computer software applications including word processing (MS Word), spreadsheets (Excel), presentations (PowerPoint, Prezi), photo and video editing.
- Proven self-starter who seeks challenges and continual learning, as well as an ability to multi-task, organize and prioritize work effectively in a fast-paced environment while meeting deadlines.
- Excellent, communication, presentation and interpersonal skills.
- Demonstrated ability to organize, multi-task and prioritize work effectively under pressure in a fast-paced environment to meet deadlines.
- Advanced English language proficiency in spelling, grammar, punctuation and writing skills.
- The ability to exercise a high degree of initiative and responsibility with minimal supervision.
- Proven ability to maintain a high degree of tact, diplomacy and confidentiality.
- Proven success as a team player with the ability to communicate and build effective relationships with individuals in communities internal and external to an organization.
- Demonstrated ability to provide customer service to clients, work across departments, and support administrators and employees, ideally within a post-secondary environment.



- The ability to work a flexible schedule, including occasional evenings and weekends.
- Intercampus travel is required, possession of a valid driver's license and access to a vehicle is preferred.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

- Successful completion of a degree or diploma in communications, journalism, public relations, or related field
- Or an equivalent combination of education or experience.
- Minimum two years' experience with creating, writing and editing content, including storytelling, for communications purposes, ideally within a post-secondary environment. Experience developing video and/or audio content is an asset.
- Recent years of experience developing, delivering and maintaining content for internal communications channels, such as intranet, newsletters, e-newsletters and internal social media.
- Recent years of experience with content management, social media and email delivery systems. Experience with SharePoint, Campaigner and Drupal is an asset.

Knowledge Skills & Abilities revised:
