

YUKON UNIVERSITY
POSITION DESCRIPTION

PART II - SUMMARY (broad statement of why position exists):

Reporting to the Director, Strategic Communications and Marketing, this position is responsible for media relations and communications. This position works to ensure that messages are accurate, consistent, timely and reach their intended audiences effectively. In addition, this position is responsible for providing advice, support, services and training related to Yukon University's communications.

Duties and Responsibilities

ESSENTIAL DUTIES AND RESPONSIBILITIES

Develops and implements media communications and related services for Yukon University to ensure continuing public awareness of University activities by:

- Developing communication tools, campaigns and materials to inform and educate the public, media, local, national and international groups, about Yukon University;
- Preparing and designing communications such as press releases, media briefing documents, speeches, public service announcements, and articles for a variety of publications to ensure maximum positive media coverage;
- Provide the President's Office with Strategic communications advise and support;
- Co-ordinating accurate and timely responses to media requests involving University staff by providing information to reporters, acting as spokesperson or preparing staff or Board members for interviews;
- Working with University funders and/or partners to solicit press release feedback, solicit input, and/or inform on issues;
- Organizing and executing presentations, information sessions and briefings for media personnel;
- Anticipating, creating and taking advantage of publicity opportunities, including preparation of story lists, media releases and media visits;
- Identifying any communications gaps or problems that detrimentally affect Yukon University's public relations and providing options and recommendations to the director to address these gaps/problems;
- Populating and sending out, on a weekly basis, the internal university electronic newsletter;
- Regularly posting Yukon University updates on social media sites

OTHER PRINCIPAL DUTIES AND RESPONSIBILITIES

- Writing and editing material for the website, as needed;
- Providing communications expertise to Yukon University committees/teams--e.g. orientation, graduation, in-service/Fall Huddle, special events;
- Supporting communication aspects of fund-raising activities;
- Developing special communication projects, as assigned;

- Keeping informed on current post-secondary education/training trends through meetings, conferences, workshops, and the reading and studying of resource materials;
- Participating in available training and skills and updating activities to ensure currency of job related/professional development skills.

4. Approximately how long will it take for a fully qualified employee from outside the work unit to reach the full working level of the position?

Approximately one (1) year.

B. Problem-solving and decision-making.

1. a) List any Acts, Regulations, and/or Policies/Procedures with which the incumbent must be fully familiar in order to perform the position's functions (e.g. Motor Vehicle Act, Business Corporations Act):

Yukon University Act and Regulations

Yukon University's Administrative Policies & Procedures,
Yukon University's Academic Regulations and Procedures,
Agreements between Yukon University and partner agencies,
Yukon University Academic Calendar,
Access to Information and Protection of Privacy Act as it applies to Yukon University

b) Is the position responsible for interpreting, administering, or enforcing any of the above? If yes, explain.

The incumbent must be familiar enough with the above to ensure information given out is accurate and in compliance with any governing Acts, regulations, policies or Board directives.

Incumbent must also be comfortable with coaching Board members and senior staff in preparation for potentially sensitive media interviews.

2. a) Describe the kinds of recommendations the incumbent is regularly required to make and to whom:

- to Director, Strategic Communications and Marketing any incoming media requests or opportunities for telling Yukon University's story through our media partners.
- to senior managers and staff members on communications strategies for specific undertakings
- to committees and divisional staff on how to provide information to the public

b) Who normally makes the final decisions with respect to those recommendations?
Director, Strategic Communications and Marketing, or Associate Vice President, University Relations.

3. a) Describe the kinds of final decisions regularly made for which the incumbent is held accountable.

- timely and accurate decisions on the most effective way to communicate Yukon University messages
- design, preparation and delivery of press releases, communication strategies
- appropriate content, design and wording of communications to media
- work task priorities

b) What is the direct impact of those decisions?

- The decisions made by the incumbent impact Yukon University's ability to effectively communicate initiatives to the public.
- Legal ramifications of speaking on behalf of Yukon University

C. Freedom to Act

1. Describe the way in which this position receives direction:

Director, Strategic Communications and Marketing works with this position to identify goals, based on Yukon University's Strategic Plan and the University Relations Divisional Plan. Incumbent is expected to work with minimal supervision using independent judgement, resourcefulness and initiative. Special projects may be assigned at weekly communication meeting with supervisor.

Incumbent works directly with senior staff to identify upcoming stories and to prepare staff for media interviews.

2. What legislation, regulations, procedures or established practices guide, constrain, or limit the activities of this position?

See B 1 (a)

3. How is the work of the position normally checked or evaluated?

- Feedback from director at supervisory meetings
- Discussions at President's Executive Committee of communications strategies and activities as part of strategic plan review
- Review on completion of projects
- Media evaluation tool measurements
- Annual performance review

4. What types of decisions are normally referred to the supervisor? (Give examples)

Decisions involving exceptions to policy or precedent, exposure to legal risk, irreconcilable competing interests, major political or governance implications, budget decisions, final decisions on actions that will directly impact the President or Yukon University.

PART IV – QUALIFICATIONS

A. Minimum Knowledge, Skills and Abilities Required

- Appropriate education and experience in communications, media relations and public relations
- Experience working with media
- Excellent administrative, organizational skills and experience
- Excellent writing skills for public communications, briefing documents, reports
- Well developed research skills
- Excellent digital, social media and web content generation skills
- Excellent knowledge of communication principles, practices, techniques and strategies
- Ability to analyze, synthesis and summarize a wide variety of information
- Knowledge of media and public awareness tools and practices
- Knowledge of Yukon First Nations
- Excellent oral communication and presentation skills
- Ability to promote, persuade, and communicate effectively both orally and in writing
- Excellent interpersonal and group facilitation skills
- Ability to exercise tact and diplomacy in interpersonal actions
- Project management and coordination skills and experience
- Ability to judge among many competing demands and set effective priorities
- Excellent ability to work independently and as part of a team
- Ability to work under pressure
- Ability to make sound decisions and act independently
- Cross cultural awareness, understanding and sensitivity
- Physical appearance and grooming appropriate for public relations
- Political acuity