#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Digital Officer

**Job Number:** C-081 | VIP: 1207

**Band:** OPSEU-7

**Department:** Communications

**Supervisor Title:** Manager, Digital

**Last Reviewed:**  June 30, 2020

#### **Job Purpose:**

As part of the Digital team that drives reputation and drives awareness of, and engagement with Trent University’s digital properties in the Communications & Recruitment portfolio, the Digital Officer supports content across Trent’s digital channels including the University’s website, intranet, social media channels, apps, digital signage, and emerging platforms with an eye towards innovation. This role contributes and enhances Trent’s visual presence online and is responsible for planning, governance, and day-to-day upkeep of the University’s digital asset management system. The Digital Officer also plays a key role in supporting the digital needs of departmental stakeholders across the University while ensuring consistency of brand and message and is also involved in supporting accessibility compliance related to the AODA Communications Standard.

#### Key Activities:

* Under direction of Manager, responsible for the planning, governance, and day-to-day operation of the digital asset management system, including cataloguing and keywording of assets, and fulfilling requests for photos/videos and other digital assets.
* Publishing, maintaining, and monitoring of content on Trent’s digital channels including but not limited to the University’s website, intranet, social media channels, student mobile app, digital signage and other emerging platforms including: the creation of supporting graphics; review, editing and posting of pages, daily news stories, news releases, events and internal bulletins; ensuring timeliness, accuracy and alignment with accessibility and brand standards.
* Responds to staff and faculty digital support requests for content management system support, graphics support, student app support, training support, digital asset requests and user access requests, forwarding where appropriate to other team members or departments; prepare regular reports on support request activity.
* Assists with coordination of vendor supported photo and video projects.
* Assists with coordination of social media content that supports the reputation and enrolment goals of the organization.
* First point of contact for support in the creation of graphics, quality control for brand and message fit, hashtag and handle research and publishing to appropriate channels through available tools.
* Assists in monitoring, assembling reports and responding to social media activity related to the University.
* Photography and photo editing to support University marketing and communications initiatives.
* Support video projects including shooting, basic editing, retrieving, and publishing of content to video platforms and captioning/transcribing videos.
* Under the guidance of the Manager, implements training for staff and faculty on the creation/maintenance of web content through the Drupal and myTrent portal content management systems.
* Under the guidance of the Manager, actively helps ensure remediation, monitoring, and cooperation to implement and enforce University website and Intranet policies and maintain compliance with relevant standards, templates and privacy and accessibility regulations (AODA, PIPEDA, CASL and GDPR).
* Assists with competitive analysis research and investigation of digital tools to meet emerging needs.
* Actively participates in regular team strategy planning meetings, exercises, and discussions.
* Stays apprised of digital innovations the University could take advantage of (e.g., design trends, social media trends, new platforms, etc.).
* Assists with administrative duties, deliveries, mailings, filing, and shredding.
* Assists with special events and projects.
* Other duties as assigned.

#### Education Required:

* College Diploma (3 year) or University degree, preferably in one or more of Communications, Media Studies, Public Relations, Business or Marketing.

#### Experience/Qualifications Required:

* Two (2) to four (4) years of directly related experience in a position in graphic design, website maintenance or digital marketing.
* Intermediate-to-advanced photo editing skills. Photoshop an asset.
* Experience creating and editing web content using a web content management system – Drupal experience an asset.
* Experience writing and editing for digital marketing skills with a strong attention to detail.
* Strong understanding of AODA and how it applies to accessible digital content.
* Self-motivated and responsible with a mature attitude and professional demeanour, with demonstrated skills in engaging with and presenting to others.
* Relevant experience in a customer service capacity.