

## Job Profile

**Job Title:** Manager, Service Point Communications  
**Date:** March 2009  
**Faculty/Admin Area:** Enrolment Services  
**Department/Unit:** Service Point  
**Job Family (if known):** COM1  
**Sub Family:** Internal/External Relations

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*A supportive campus environment is also essential for students to thrive. We wish to set the stage for a stimulating, enjoyable and fulfilling learning experience for our students, with services and administrative processes that are effective, efficient and, most importantly, student-oriented.*

**FOCUS ON STUDENTS: Principal's Task Force on Student Life and Learning at McGill, 2005**

Members of the Service Point team strive to advance the goal of ensuring that McGill becomes a more student-centred university. They are accountable for supporting the creation and delivery of excellent services for students, making information easily accessible, and ensuring that interactions are based on mutual trust and respect.

### **Primary Purpose of the Position** (*Key purpose, functions, roles*):

The Manager, Service Point Communications, will serve the primary role of facilitating the creation and sharing of information within the Service Point team, to the McGill community, and to students. Supporting the delivery of outstanding, timely service and advice in support of the student's academic career, the incumbent manages the creation and publication of content across a wide spectrum of media (e.g. web, print, etc.) to ensure that consistent and accurate information is published. This role will be responsible for the flow of information within the unit and to McGill's students, and the public.

The Manager, Service Point Communications, works to support the Service Point website for content and ease of use for both internal and external users. He/she fosters collaboration across the Partner Units\* to ensure that information presented at the Service Point website, in presentations and through other media is consistent and accurate. The incumbent is focused on customer service communications, and requires demonstrated strong writing, presentation and web publishing skills.

### **Accountabilities:**

- Maintains Service Point website, and supporting documentation (e.g. KnowledgeBase training database).
- Adept with web-based and online communications tools, working closely with other units to bridge the gap between technology and communications. Collaborating units include but are not limited to: Service Point and Partner Units; Enrolment Services; IT units; Welcome Center; and the First Year Office.
- Liaises with the Enrolment Services Communications Group to develop a communications plan and appropriate tactics for sharing information, including in-person presentations and new media tools such as: website; widget; online newsletters; podcasts; blogs; social networking sites; and other emerging communications technologies.
- Fosters collaboration across the various Partner Units\* to ensure that information on the Service Point website is consistent and accurate.
- Promotes and markets Service Point internally and externally, and conducts customer satisfaction surveys to ensure quality and content standards are met.
- Organizes and leads outreach programs within the McGill community.
- Contributes to the Service Point business planning cycle.
- Communicates changes to business processes within the Service Point team and across Partner Units\* in a way that is easy to understand.
- Builds strong relationships and provides consultation and support to internal stakeholders. Develops and writes thoughtful and strategic content. Analyzes the effectiveness of Service Point web-based communications and makes continual improvements.

- Knowledge of project administration, working from the inception of the project through implementation to the final release process.
- Writes and gives presentations to students concerning issues such as budgeting, registration and other topics
- Provides a positive leadership model to staff. Is a willing mentor, shares knowledge and expertise freely, and creates a safe and productive working environment.
- Commits to the provision of outstanding service and contribution to the Service Point team in ways which are consistent with the values, credo and aspirations of McGill's division of Student Life and Learning.

**Qualifications/Expertise Required:**

- DEC required (Bachelor's Degree preferred).
- Minimum of 3 years of communications experience in a customer-service environment preferred, or equivalent experience and education
- Comprehensive knowledge of the University's policies, procedures, educational programs and services.
- Comprehensive knowledge of the Provincial and Federal legislation and guidelines as related to educational programs and services.
- Knowledge and understanding of the Student Information System (Banner) and Microsoft Office required.
- Experience with MS Office tools, desktop publishing tools, web publishing tools, graphic tools, multimedia tools.
- Experience in managing within team-based organizations or multi-functional teams.
- Strong Presentation skills.
- Clear and compelling written and verbal communication skills.
- Strong analytical, problem solving and negotiation skills.
- Ability to adapt to a changing environment.
- Creative ability to develop communications that maximize reader engagement.
- Cross-cultural communication skills and experience working with diverse communities.

**Language:**

Bilingual: Fluent English and French spoken and written. Knowledge of additional languages is an asset.

\* Partner Units: Graduate & Postdoctoral Studies; Student Accounts; Scholarships & Student Aid; Arts & Science Student Affairs; Enrolment Services.