Job Description

**Job Title:** Director, Integrated Communications

**Department:** University Communications

**Reports To:** Associate Vice-President, Communications

**Jobs Reporting:**
- Communications Manager (Position 4054)
- Executive Communications Officer, CECA (shared report)

**Salary Grade:** USG 13

**Effective Date:** March 2017

**Primary Purpose**
Works closely with colleagues across University Relations, the University of Waterloo and partner organizations to represent and advance the reputation of the University of Waterloo, in support of the institution’s central goals and priorities.

**Key Accountabilities**
*List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what” the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.*

**Key Accountabilities**
- Leads the development and delivery of the University’s key messages centrally and in support of priority institutional initiatives, including entrepreneurship, experiential education, research, rankings and equity, among others.
- Leads the planning, development and distribution of high-value institutional materials across multiple platforms — including the State of the University report and University of Waterloo Magazine. Oversees the creation of central communications publications, print and digital, with a high degree of excellence, consistency, quality and brand alignment, which set the standard for internal and external communications.
- Supports message development and communication best practices across campus, including in marketing and advertising, digital content, advancement, advocacy and partner publications.
- Supports major communications initiatives at the University of Waterloo, serving as the principal project manager for communications projects as required. Regularly works with the appropriate individuals to advance the University’s communications strategy and efforts.
- Develops and maintains a strong cross-campus network of communications and marketing colleagues, providing visibility to campus-wide communications initiatives and opportunities and leveraging the support of campus communications channels.
- Consults with campus leaders and communicators to develop and maintain a central content calendar identifying and reflecting institutional priorities and emerging opportunities.
- Recommends and implements cross-channel approaches to communications based on institutional priorities, emerging opportunities and insights gained from data analysis.
- Identifies and supports opportunities to advance University image and reputation with targeted audiences, through multiple channels and engagement opportunities, including public and industry events, speaking opportunities, partner websites and publications, and awards submissions.
- Tracks and measures the success of communication, implementing changes to messaging or communications approach based on those insights.
- Identifies needs and resources to expand skills and knowledge for communications practitioners across campus by providing ongoing professional development opportunities and recommendations regarding style, best practice, technologies, training and resources, in line with specific departmental goals and budgets.
- Has a direct and positive impact on the department and all lines of communications. Provides focus and clarity around communications objectives and expectations and the needs of the University.
- Responsible for the direct supervision of the Communications Manager, Manager Digital Communications & Content Strategy and Manager Communications in addition to contract employees.
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- Responsible for fostering and maintaining a work environment that encourages, recognizes and rewards creativity, innovation, excellence and personal accountability.
- Plays a key role in developing positive relationships within and among University Relations and its primary internal and external stakeholders. Identifies opportunities for internal collaboration and consultation with Faculties, departments and academic support units on communications initiatives and executes or supports co-developed plans. Builds and maintains strong relationships with colleagues in communications roles at partner organizations and stakeholder groups, ensuring the University is consistently, accurately and effectively represented.
- Plays a lead role on University committees, steering groups and councils.
- Provides planning and messaging support for emergency or crisis situations, working closely with colleagues across University Relations and campus partners.
- Participates and contributes to annual planning, budget and performance review processes within University Relations.

Managing & Motivating People
- Manage and coordinate University Communications relationship with contractors and external consultants who are providing support to University Communications programs
- Support the development and delivery of professional development and training programs designed to raise proficiency in communications across campus
- Create and maintain tools (e.g., copy decks/content templates; sample content; glossary of terms) to support content creators
- Recruit, manage and develop University Communications co-op staff; provide leadership, guidance, support and coaching
- Identify and secure external vendors and ensure compliance with all university policies
- Manage vendor services to support program needs; identify and manage the outsourcing demands of University Communications; ensure consistent top quality of vendor deliverables for the university

Collaboration
- Collaborate with faculty members, University leaders and communications teams across campus to identify and promote research and activities relevant to the University’s strategic goals
- Collaborates with key University Relations colleagues and communications staff campus-wide to develop the university’s editorial calendar
- Act as a key member of the University Communications issues management and crisis communications team creating content as needed

Required Qualifications
If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education
- Bachelor’s degree in marketing, communications, journalism, public affairs or related field.

Experience
- 7+ years experience in communications, public relations or public affairs
- Skilled writer and editor, experienced in leading institutional or corporate communications
- Experience using social media and new media tools, social networking sites, video sharing sites, blogs and wikis
- Proven experience and ability in managing multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities
- Actively engaged in social media

Knowledge/Skills/Abilities
- Comfortable with multiple communications channels, including print, social and digital formats, media, speech writing and copy writing
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- Strong organizational skills and ability to handle multiple tasks and meet deadlines
- Excellent verbal communicator, able to navigate complex stakeholder relationships
- Able to lead and contribute within an integrated and collaborative team environment, taking a positive team approach to working with colleagues and partners
- Strategic planning skills
- Critical thinking and analytical skills, enabling assessment of complex higher education issues
- Extensive interviewing and researching skills.
- A service mind-set and a team approach to working with colleagues
- Superior communication and interpersonal skills
- Results-oriented, detail-oriented, organized and a proven team player
- Ability to work well independently and handle several concurrent projects in a timely manner
- Clear understanding of audience preferences
- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Flexibility to adapt to unexpected and time sensitive demands
- Advanced skills in Microsoft Office products, including Word and Excel, PowerPoint and other graphics and/or presentation software
- Advanced social media skills
- Digital design and technical programs an asset

Nature and Scope

- **Contacts**: Interacts with colleagues across the university and at all levels to develop and build communications awareness, understanding and competency. Internally, communicates with all employees in all groups and departments and at all levels to deal with, influence and motivate others, often with different perspectives and concerns. Interacts with colleagues at all levels across the university to develop trust, rapport and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall University Communications agenda.

- **Level of Responsibility**: The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies within a highly complex institution and competitive marketplace and the role of communications and marketing in achieving the university’s stated goals. The position is expected to bring innovative approaches and new concepts and models to communications programs. Requires a deep understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful communications in support of senior leaders and the university. Engage in communications of highest quality, which reflect and directly impact the reputation of the university in local, national and international spheres. The incumbent must be a communications professional with experience in producing diverse publications and other communication deliverables (print, web, digital) with simultaneous or overlapping deadlines, in a fast-paced environment. The incumbent must have considerable grasp of current communication best practices and is expected to identify new opportunities for effectively reaching Waterloo’s many target audiences through new communication vehicles and channels.

- **Decision-Making Authority**: Responsible and accountable for establishing the priorities for strategic communications programs and addressing the changes to strategic business plans by consulting directly with the Associate Vice-President, Communications as appropriate. The position will independently make high-risk decisions that have significant consequences on the reputation of the university and on the campus community.

- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
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- **Working Environment**: Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Responsiveness is critical to the role. Work outside the normal operating hours of UWaterloo can be expected in this role.