

Job Description

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| Job Title: | Associate Director, Internal and Leadership Communication |
| Department: | University Communication (ORG 5693) |
| Reports To: | Associate Vice-President, Communication |
| Jobs Reporting: | Internal and Leadership Communication Manager |
| Salary Grade: | USG 12 |
| Effective Date: | April 2018 |

Primary Purpose

The Associate Director, Internal and Leadership Communication is responsible for developing breakthrough strategic communication plans and building relationships with senior stakeholders to help them maximise the impact and alignment of key messaging to executive and internal audiences.

The role contributes to the University of Waterloo's internal and leadership communication strategy to foster campus engagement and visionary leadership by creating consistent, high-quality materials that reinforce University strategic plans and objectives as well as generating a sense of shared identity across campus groups.

Under the direction of the Associate Vice-President, Communication, the role works closely with stakeholders across the University including the President, Provost, Vice-Presidents and Deans as well as leading the internal communication team covering communications planning and delivery, engagement and channel management.

The role is responsible for overseeing developing and delivering a consistent, measurable, strategic and creative internal communication and engagement plans for key internal audience groups and for positioning senior administrators at the University as institutional and sector thought leaders. These approaches will be built on past successes and should introduce new creative ways that will begin to position University of Waterloo internal and leadership communication as a sector leader.

The role covers a broad set of responsibilities requiring expertise in employee communication, strategic storytelling, speechwriting, marketing and working knowledge of website best practices, social media and digital marketing, as well as communications design, development and execution.

Key Accountabilities

Strategy and Implementation

- Support the development of the University's strategic plan and key initiatives of the President and senior leadership (such as gender equity, indigenization, mental health and sustainability).
- Prepare an annual editorial plan for leadership communication. Oversee the development of messaging, speeches, reports, presentations and other materials.
- Demonstrate a robust knowledge of internal communication best practice. Draw on this expertise to provide recommendations to organisational/business leaders on communicating the business/change agenda.
- Ensure the organisational infrastructure (tools, channels and processes) is in place to deliver high-quality and creative internal communication.

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- Develop an annual editorial plan for leadership communication, speeches and engagements to assist in the positioning of University senior administrators as sector thought leaders and internal champions.
- Overall accountability and publisher responsibility for University-wide internal communication channels while investigating new and agile channels - including but not exclusively social media and digital - to improve the service delivered by internal and leadership communication.
- Develop and manage plans for handling internal communications at times of crisis; advise senior management on all aspects of internal communications at such times; create and deliver any necessary internal communications and engagement plans following a crisis.
- Lead the production of complex multi-media communication campaigns.
- Recommend and initiate new channels for internal and leadership communication.
- Collaborate with campus senior administrators in the delivery of internal communication. Coach leaders on their communication style and on how to engage and build dialogue with campus.
- Ensure consistency of voice and message across all internal channels.

Insights and understanding

- Anticipate economic, social, political, environmental and technological developments to keep activity relevant and targeted.
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding activities and policies.
- Define and develop a strong understanding of different internal audiences. Use this knowledge to ensure the tone, language and format of internal communication is easily accessible to and read by a range of campus groups.
- Draw on organisational insights to advise leaders on targeted employee communication strategies and actions to improve campus engagement.
- Develop tools and vehicles to generate sources of data to inform internal and leadership communication.

Measurement and impact

- Develop and use a range of data sources to advise leaders on the overall internal communication approach.
- Establish metrics to assess the effectiveness of internal communication and act on feedback to ensure communication is timely, relevant and meets the needs of the University and internal audiences.

Leading or managing people

- Supervise and lead the internal and leadership communication team to deliver high level, impactful internal and leadership communication.
- Ensure the team meets deadlines and targets for effective delivery of communication channels such as the Daily Bulletin and monthly key messages for leaders/board of governors.
- Provide effective leadership to leaders and communications on campus to realize internal and leadership communication campaigns and plans.

Required Qualifications

Education

- University degree in English, political science, public relations, marketing or a communications-related field.

Experience

- At least 7 to 10 years knowledge, understanding and experience of internal communication and

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engagement and especially its application to large-scale organizational change and continuous improvement programs in a complex, fast-moving and diverse corporate environment is essential.

- Proven experience of working in an organization with a high-profile reputation, often in the media spotlight.
- Experience of working with senior executives and leaders and demonstrating advanced influencing and negotiation skills.
- Demonstrable track record of leading, line managing and developing teams of professional staff and of balancing conflicting and pressing demands.
- Experience of developing organizational objectives into material for targeted communications and engagement activities across a range of different channels and media, including face to face engagement.
- Experience of working with people with no direct or negative experience of 'professional' communications and ensuring their expectations/input/requirements from communication are effectively aligned and managed.
- Significant experience in writing, proofing and editing material (including speeches), and of presenting proposals and plans to senior/board level executives.
- Evidence of being a persuasive and dynamic leader with highly developed communication and interpersonal skills, who is outgoing and comfortable with networking, influencing and persuading at the highest level.
- Evidence of a highly collaborative style and an ability to react quickly to changing circumstances.

Knowledge/Skills/Abilities

- Several years of progressive experience performing duties related to the Key Accountabilities listed above.
- Thorough command of the technology associated with social media and the digital world (from the evolving social web to mobile tools and trends), sophisticated client service and digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- Excellent written and verbal communication skills. Excellent editing skills.
- Critical thinking and excellent analytical skills to enable immediate and appropriate assessment of complex issues of concern to stakeholders including among others, the media, the public, and funders.
- The role covers a broad set of responsibilities requiring expertise in strategic storytelling, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development and execution.
- Strong organizational skills coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- Flexibility to adapt to unexpected and time sensitive demands.
- Highly developed people management and leadership skills with demonstrated ability to develop and support a professional, service and continuous improvement focused workplace culture.
- Ability to think and act strategically, creatively and dynamically in a high-pressure work environment.
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.
- Must be confident, organized and an accomplished problem solver.
- Ability to make decisions with good judgment and with acute sensitivity to the political environment and to the reputation of the University.

Nature and Scope

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- **Contacts:** President, Provost, Vice-Presidents, Deans and other senior administrators. Also reporting to the Associate Vice-President, Communication: Director, Integrated Communications Director, Media Relations and Issues Management; Associate Director, Executive Communications.
 - **Level of Responsibility:** The position is responsible for direct supervision of others. Accountable to University Relations leadership and other executive leaders in the University.
 - **Decision-Making Authority:** This position will routinely be involved in problem solving issues that affect the reputation of the university in conjunction with leaders in University Relations and across the senior administration. They are responsible for making recommendations of strategy for internal and leadership communication and on wider reputation management issues. This position oversees and manages a budget for the team.
 - **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment. This position requires outstanding customer service, sound judgment, a strong work ethic, calm demeanor, ability to work under very challenging time constraints, constant interruptions and competing priorities.
 - **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the University can be expected in this role.