

Job Description

Job Title:	Director, External Relations
Department:	Library
Reports To:	University Librarian
Jobs Reporting:	Communications Manager
Salary Grade:	USG 13
Effective Date:	December 2021

Primary Purpose

The University of Waterloo library is the campus's partner in learning, research and innovation. Its two main locations and three satellite spaces act as interdisciplinary hubs, bringing together the knowledge, expertise and resources needed by our diverse campus community. The University was built for change and the library exemplifies Waterloo's agility as we continuously transform our approaches to creating, discovering, using, sharing and preserving information. With a commitment to open and equitable access to information, we equip researchers and students with the critical research skills to improve our world as active citizens, creative problem solvers and agile leaders. All of our work is done with a strong commitment to equity, diversity, inclusion and accessibility.

Reporting to the University Librarian, and accountable to the Director, Development in the Office of Advancement for advancement activities, the Director, External Relations works closely with library department heads, Library Executive, committees and teams to advance the library's strategic objectives and works collaboratively to lead external the departments of communications and advancement.

The Director, External Relations will develop, implement and evaluate a fully integrated communications plan to advance the Library's image, profile, and reputation in support of the Library's goals, and will develop and lead the Library's narrative and brand and its evolutions; will develop and manage a comprehensive fundraising program, identifying and qualifying prospects to engage, cultivate and solicit financial support for library priorities that align with donor interests.

Key Accountabilities

Leadership and strategic direction

- Provides leadership and sets strategic direction for communications and advancement and serves as a resource to the library executive, other department heads and committees
- Develops, articulates and leads departmental goals in support of the Library's strategic plan, which may include leading library-wide projects
- Collaborates with the library executive and department heads to develop and advance strategy and policies, set future direction and resolve issues
- Contributes to and leads organizational change; directs, models and empowers staff responsiveness to change, new directions and campus opportunities
- Collaborates, plans and integrates equity, diversity, inclusion and accessibility (EDIA) principles into library communications and donor engagement activities
- Uses evidence-based, critical thinking and takes a library-wide perspective to decision making

Team management

- Creates an environment where team members work individually and collaboratively to achieve goals

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- Hires, manages and evaluates department staff through guidance, direction-setting, coaching and performance improvement
- Creates opportunities for cross-library collaboration and key university partners

Development and administration of programs and services

- Manages or provides input on operational and/or casual staff budgets
- Directs the development of the Library's strategic communications plan, working closely with the Communications Manager and their team to conceptualize, plan and implement communication strategies across all media
- Develops and implements comprehensive fundraising program including all phases of donor engagement and collaborates with the Office of Advancement for inclusion of Library in central fundraising initiatives
- Uses research, analytics and metrics to evaluate program impact and success, and inform strategy
- Builds a high-performing communications team as it relates to structure, knowledge, competency, processes, creativity and alignment to best meet the needs of the Library and the University

Communications portfolio

- Serves as Library's principal resource and expert for strategic communications and marketing and media inquiries; advises library leadership on crisis communications and reputation management in partnership with University Relations
- Identifies communication goals and strategy (internal and external) that reflect the Library's mission and strategic goals and disseminates critical Library messages to key target audiences including students, faculty, the university community, the public, donors, and supporters
- Develop metrics and standards for communications-related activity evaluation, report on effectiveness and recommend changes as appropriate
- Create and evolve the Library's narrative and brand in alignment with university guidelines
- Ensure excellent quality and consistency in all communications and marketing initiatives
- Oversee the Library's social media presence in collaboration with Communications team
- Provide communication and marketing guidance, mentoring, coaching, and leadership to all Library units, ensuring that efforts align with the Library's strategic goals and messaging

Advancement Portfolio

- Develops and implements the Library's annual strategic fundraising plan, including foundational donor engagement programs, annual giving, leadership, planned and major gifts
- Develops and implements donor cultivation and solicitation strategies and implements plans and gift proposals for corporate, foundation and individual prospects, including specific projects, proposals and gift agreements
- Works with Office of Advancement and the Library to build and sustain a robust portfolio of major donors over a multi-year period; works closely with Director, Development (Office of Advancement) and University Librarian to set annual fundraising goals
- Represents Library in campaign activities including stewardship of potential donors, gifts and pledges
- Communicates promptly and effectively with prospects and donors; ensures all interactions and data points are documented in Office of Advancement systems
- Identifies library prospects, including reviews, research, management and clearance and identifies, where appropriate, opportunities to leverage and partner with colleagues in the Faculties, Schools and Academic Support Units
- Develops compelling, robust fundraising priorities for current needs and campaign planning
- Works closely with library colleagues to direct, organize and coordinate logistics for donor events and activities

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- Works closely with Library Special Collections & Archives and other library units on donor identification and stewardship activities as articulated in the Library's annual fundraising strategy

Collaboration and partnership

- Ensures effective communication channels and working relationships across the Library and with key partners
- Sponsors Library communications and marketing projects, working in conjunction with campus units, including University Relations
- Serves as liaison from the Library to the Office of Advancement's Donor Relations team, including stewarding donors and managing endowments
- Acts as liaison with the Office of Advancement's Alumni Relations team for communication and engagement opportunities to identify and cultivate prospective donors
- Proactively and consistently communicates with members of the various advancement teams on campus
- Participates in campaign planning and preparation with Office of Advancement, representing the Library
- Serves on University and external committees, fostering collaboration, information sharing, partnership and expertise across campus and the broader academic community
- Works with colleagues at provincial and national organizations (such as TUG, OCUL, CARL and ARL, CCAE and CASE) on collaborative ventures
- Collaborates with internal and external partners to translate trends in library advancement and communications into programs/services

Other

- Maintains a good working knowledge of the Library's activities, priorities and needs within the context of the University's mission and strategy
- Actively participates in professional development opportunities to maximize performance and career progression potential

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- Undergraduate degree in a relevant field, or equivalent
- CFRE or fundraising certificate

Experience

- Demonstrated progressive responsibility and experience in leadership and management with a proven track record of achievement and success within a progressive organization; asset: an academic library/higher education environment
- Experience with strategic planning and priority setting, aligning department with organization goals
- Proven experience leading and managing dynamic teams including staff development and coaching
- Demonstrated experience with effective change management, planning and implementation
- Previous experience using metrics to evaluate projects and inform decision-making
- Demonstrated commitment to promoting and sustaining EDIA
- Several years of fundraising experience with extensive experience in personally securing major gifts; demonstrated experience leading strategic communications and creative teams

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- Experience managing annual giving including planning and implementation of large-scale communication and engagement activities

Knowledge/Skills/Abilities

- Excellent communication and interpersonal skills; ability to present and share ideas clearly and effectively; build consensus and use leadership intelligence to navigate complex issues
- Demonstrated relationship building skills, project management experience and communications expertise
- Excellent time management skills and demonstrated ability to meet competing deadlines in an organized manner
- Commitment to fostering positive working relationships and building partnerships
- Demonstrated analytical and problem-solving skills
- Ability to lead cross-team projects and initiatives
- Proven ability to take initiative and be both creative and flexible
- Broad knowledge of current and emerging issues, trends, workflows and best practices in communications and advancement
- A keen awareness and knowledge of relevant individuals in the community and corporate sector, and an established network
- Technical: MS Word (Intermediate), Excel (Intermediate), PowerPoint (Basic), Other (preferred) – Constituent Management Software or similar (Raiser's Edge)

Nature and Scope

- **Contacts:** Internally, communicates with library employees at all levels to gather ideas, articulate, update and inform services and projects they are leading or accountable for. Externally, communicates frequently with users on library services, campus and consortia partners to build relationships and execute work.; works closely with donors and prospects.
- **Level of Responsibility:** Accountable for the overall results of Communications and Advancement and committees they lead. The Director, External Relations serves a critical role in developing and overseeing responsive, equitable and accessible approaches to Communications and Advancement, ensuring strategic and efficient use of resources. The Director, External Relations provides leadership, performance management, coaching and development of department staff; sets goals and direction for the team(s); and collaborates with library department heads and library executive to set and advance institutional directions and strategic priorities.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for Communications and Advancement and addressing changes to strategic plans by consulting with other department heads and members of the library executive. Responsible for operational, evidence-based, process-oriented decisions within department. Leads recruitment committees in making hiring decisions. Makes decisions related to staff performance management and evaluation.
- **Physical and Sensory Demands:** Minimal to moderate exposure to disagreeable conditions typical of a department director position in an office setting.
- **Working Environment:** This position involves moderate exposure to normal stress and pressures typical of a department head-level management position. There may be work hours outside of normal operating hours, time-sensitive activities and competing priorities, as well as occasional travel for professional development and networking purposes.