

## Job Description

<b>Job Title:</b>	Director, Integrated Communications
<b>Department:</b>	University Communications
<b>Reports To:</b>	Associate Vice-President, University Communications
<b>Jobs Reporting:</b>	Senior Manager, Integrated Communications
<b>Salary Grade:</b>	USG 14
<b>Effective Date:</b>	July 2022

### **Primary Purpose**

The Director, Integrated Communications is responsible for developing breakthrough strategic communications and building relationships with senior stakeholders across the University to help them maximize the impact and alignment of key messaging across all University of Waterloo audiences externally and internally.

The role contributes to the University of Waterloo's overall communication and marketing strategy by ideating and creating consistent, high-quality materials that reinforce University strategic plans that position the University as a global leader in research, innovation, education and entrepreneurship.

Under the direction of the Associate Vice-President, Communications, the role works closely with multiple internal and external stakeholders across and leads integrated communication covering communication strategy, planning and delivery, engagement and channel management.

The role is responsible for overseeing, developing and delivering consistent, measurable, strategic and creative communication products for all audience groups. These approaches will be built on past successes and should introduce new creative ways that will begin to position University of Waterloo as a sector leader in strategic communication impact.

The role covers a broad set of responsibilities requiring expertise in strategic communication and storytelling, publication management, public relations, marketing and working knowledge of website best practices, social media and digital marketing to inform communication design, development and execution.

### **Key Accountabilities**

#### **Strategy and implementation**

- Leads the development and delivery of the University's key messages centrally and in support of priority institutional initiatives and strategic objectives.
- Leads the planning, development and distribution of high-value institutional materials across multiple platforms while investigating new and agile channels to meet University communications needs.
- Oversees the creation of consistent, high quality and brand aligned University communication publications that set the standard for internal and external communication.
- Leads message development and communication best practices across campus.
- Develops and maintains tools (for example the writing style guide, copy decks/content templates, communication plans) to support campus content creators.
- Champion University Relations' guidelines to all communicators across the campus and support their development to meet these guidelines.

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- Leads and coordinates major communication initiatives across the University, serving as the principal project manager for communication projects as required.
- Consults with campus leaders and communicators to develop and maintain a thematic communication calendar identifying and reflecting institutional priorities and emerging opportunities.
- Working in close co-ordination with University Relations leadership, manage the University's editorial calendar for driving awareness and engagement to enhance the University brand. Generate new ideas around sector-related topics to showcase University brand and thought leadership.
- Identifies and supports opportunities to advance University image and reputation with targeted audiences, through multiple channels and engagement opportunities, such as public and industry events, speaking opportunities, partner websites and publications, and awards submissions.
- Plays a lead role in developing and maintaining 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 communication initiatives and executes or supports co-developed plans.
- Builds and maintains strong relationships with colleagues in communication roles at partner organizations and stakeholder groups, ensuring the University is consistently, accurately and effectively represented.
- Supports the Associate Vice-President, Communications to provide support for emergency or crisis situations, working closely with colleagues across University Relations and campus partners.
- Support the Emergency Communications Team in the delivery of the Emergency Response Plan acting as the Emergency Communications Team Lead when required.

## **Leading or managing people**

- Supervise and lead the integrated communications team to deliver high level, impactful communication to all audiences across a wide variety of channels and media.
- Provide leadership to all campus communicators in developing collaborative communication plans and coordinated implementation. Provide support and clarification to other communicators to ensure they are confident in delivering key messages.
- Ensure the team meets deadlines and targets for effective delivery of communication channels such as the home page, Waterloo stories, key publications and monthly key messages for the campus community.
- Responsible for fostering and maintaining a work environment that encourages, recognizes and rewards creativity, innovation, excellence and personal accountability.
- Identifies needs and resources to expand skills and knowledge for communication 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.
- 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.
- Has a direct and positive impact on the Office of the Vice-President, University Relations department and all lines of communication activity.

## **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.
- Implements changes to messaging or communication approach based on insights gathered from a range of sources.

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- Develop tools and vehicles to generate sources of data to inform future communication activities.

## Influence and impact

- Develop and use a range of data sources to advise leaders on the overall communications approach.
- Establish metrics to assess the effectiveness of communication and act on feedback to ensure communication is timely, relevant and meets the needs of the University and audiences.
- Recommend and implement cross-channel approaches to communication based on institutional priorities, emerging opportunities and insights gained from data analysis.

*\*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**

- University degree in public relations, marketing or a communication-related field, or comparable experience.

### **Experience**

- At least 10 years knowledge, understanding and experience of internal communication and 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.
- Several years of progressive experience performing duties related to the Key Accountabilities listed above.
- Experienced in producing diverse publications and other communication deliverables (print, web, digital) with simultaneous or overlapping deadlines, in a fast-paced environment
- 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.
- Recent experience in a senior communications role including executive level communications. Knowledge of issues management and communication planning in a post-secondary, public sector, or broader public sector environment.
- Experience working in a highly complex organization with multi-stakeholders.
- 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 with researching target markets and related data collection and analysis, preparation and presentation of reports and recommendations for inclusion in strategic documents.
- 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.

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- 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.
- Experience leading, line managing and developing teams of professional staff and of balancing conflicting and pressing demands.
- Evidence of a highly collaborative style and an ability to react quickly to changing circumstances.

### **Knowledge/Skills/Abilities**

- Skilled writer and editor, experienced in leading institutional or corporate communication.
- Detail oriented to ensure accurate and reliable implementation of communication strategies.
- 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.
- 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.
- Ability to deal professionally with tension and conflicts.
- 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**

- **Contacts:** Interacts with colleagues across the University and at all levels to develop and build communication 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. 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 communication strategies within a highly complex institution and competitive marketplace and the role of communication and marketing in achieving the University's stated goals. The position is expected to bring innovative approaches and new concepts and models to communication programs. Requires a deep understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful communication in support of senior leaders and the University. Engage in communication of highest quality, which reflects and affects the reputation of the university in local, national and international spheres. Manage budget and finance processes for the integrated communications team in line with University practices.

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- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for strategic communication 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. 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. Responsiveness is critical to the role. Work outside the normal operating hours of the University can be expected in this role.