

## Job Description



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<b>Job Title:</b>	Director of Communications and Stakeholder Relations
<b>Department:</b>	Waterloo Undergraduate Student Association
<b>Reports To:</b>	General Manager
<b>Jobs Reporting:</b>	Marketing Manager, Communications Manager, Research/Policy Officer, Stakeholder Relations Manager
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	October 2019

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### **Primary Purpose**

The Director of Communications and Stakeholder Relations fills a key senior leadership position accountable for all aspects of the company's brand communications, stakeholder, media and government relations and internal communications initiatives for WUSA. The Director plays an integral role in safeguarding the WUSA brand and reputation, communicating and strengthening relationships with students, university and government stakeholders, and lobbying in the post-secondary education sector on student-driven, research-informed priorities. The role ensures cohesive strategic planning and oversees the delivery of organizational goals by effectively managing people and the department's budget. The Director represents senior management in establishing and developing relationships with on/off-campus partners to ensure advocacy priorities and strategic initiatives are successfully delivered.

### **Key Accountabilities**

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| <p><b>Strategic planning and advisement of organization wide communications and advocacy related initiatives</b></p> <ul style="list-style-type: none"><li>• Responsible for providing leadership regarding the overall vision for marketing, communications and advocacy strategies for the programs delivered by WUSA.</li><li>• In collaboration with Executive Committee and Senior Leadership, helps formulate, recommend and execute strategic and annual operating plans to advance the positive profile and strategic goals of the organization.</li><li>• A key leader of WUSA's broad advocacy and engagement strategy and ongoing awareness campaign for the internal community regarding the role of government engagement.</li><li>• Works closely with the General Manager to ensure visibility and understanding of important initiatives the GM is involved in to support coverage during their absence</li><li>• Provide guidance/recommendations to Executive &amp; General Manager on major departmental challenges &amp; decisions</li><li>• Evaluates emerging and longer-term opportunities and threats to the achievement of WUSA's priorities and the critical success factors for the organization as they relate to students, the university, or government.</li><li>• Accountable for the safeguarding of WUSA's reputation through the identification, development &amp; delivery of new concepts &amp; models along with will tested, on brand, creative, innovative and high-quality approaches to marketing, communication, outreach &amp; engagement efforts.</li><li>• Specifically oversees and directs the investigation, development, implementation, and interpretation of research to guide and form the foundation of strategy development</li><li>• Responsible for monitoring and managing all media inquiries related to the organization</li></ul> |
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**Promotes collaboration & outreach amongst the Waterloo Undergraduate Student Association, its stakeholders & partners.**

- Creates opportunities and partnerships to influence and build a solid platform for change, to guide and support the organizations deliverables
- Identifies and cultivates relationships with key individuals in organizations and with other strategic partners who have objectives and interests that align with WUSA in existing and new areas of work, including fostering, developing and effectively liaising with key stakeholders in the university and post-secondary education sector, other industries, alumni, donors, and government & community partners in order to advance WUSA's strategic relationships.
- The Director will work closely with the VP's, senior management and President to co-ordinate and support the Waterloo Undergraduate Student Association's major internal & external advocacy efforts.
- Responds to and meets with a broad range of internal and external individuals and groups, frequently related to matters of immediate concern, and coordinates responses, solutions and follow-up with the applicable Executive, senior management and other student or University officers as appropriate.
- Develop and build strong relationships and maintain a network with other university and external student association colleagues involved with communications, governance, research, advocacy, and stakeholder relations.

**Accountable for the exploration, interpretation & application of current & relevant market research**

- Responsible for all staff maintaining a clear understanding of the characteristics of the current generation students on campus to ensure success in member satisfaction
- Accountable for the timely interpretation of research results and the on-campus communication of influential emerging trends and characteristics to inform the development or modification of organizational marketing strategies, budget and message development, and decisions related to areas such as but not limited to space/resource allocation, program development, advocacy priorities & partnerships.
- Ensures the constant evaluation and assessment of the effectiveness of marketing strategies to confirm that value propositions and key messages resonate with target audiences and that financial and human resources are optimally deployed.
- Manages the department's active environmental scans of various issues as it pertains to government activity and the post-secondary sector.
- Reviews and advises on briefing notes, presentations, and reports for the President, VP Education, and Executives in advance of meetings with key university and government officials or sector-wide meetings with relevant stakeholders.

**Directs, motivates, and mentors staff**

- Hires, supervises, develops, and evaluates managers, including the direction of interview committees, the selection of outstanding candidates, salary negotiations, and any disciplinary action necessary.
- For all staff under his/her direction, ensures effective administrative support systems, leadership and enlightened change management, fair performance evaluations, job-related training, and encouragement of ongoing personal and professional development.
- Accountable for the creation and maintenance of a work environment that fosters, recognizes, and rewards supportive mentorship, professional quality, respectful communication, creativity, positive energy, and synergy.
- Leads and/or mentors cross-functional taskforces/projects

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- Directs staff in the development, writing, and execution of action plans that accurately document all components of each particular strategy for which they are responsible and ensures that the overall departmental strategic plan is updated accordingly
- Prepares the budget for all areas in this portfolio, ensures proper control of expenditures and advises the budget committee regarding budget requirements for marketing, communication, and advocacy strategies and for communications initiatives related to programs supported by the department
- Ensures that all staff assume project management responsibilities for all strategies for which they are responsible, including personnel, resources, time, and budget, with proper control of expenditures for those strategies
- Ensures the development and continual updating of any appropriate documentation, including but not limited to policies, procedures, training manuals, databases, and systems
- Effectively oversees the organization, management, and control of all department resources, including but not limited to personnel, facilities, and technical assets

*\*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**

- Completion of a bachelor's degree in marketing/communication, political science, government relations or related discipline.
- Master's degree in a related discipline is preferred
- Equivalent combination of education and experience will be considered

#### **Experience**

- Seven (7) years of progressive management experience in a marketing or communications role, government sector (federal, provincial, or municipal), or a post-secondary institution – preferably in a higher education or non-profit environment with 3 years at a senior level
- Experience in post-secondary education considered a key asset
- Knowledge of advocacy, lobbying, and stakeholder development and strategic management of such projects an asset
- Experience leading a large team in a student service environment
- Project management experience
- Experience in the development of communications for student and university audiences an asset
- Experience building and maintaining relationships preferably within an education environment

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

- Proven ability to evaluate and deploy a substantial and diverse team to ensure success in the face of rapidly changing circumstances
- Evidence of highly developed budget, project, and human resources management abilities, including hiring, directing, evaluating, and developing employees
- Demonstrated leadership experience and proven ability to engage internal and external stakeholders and to work collaboratively to build consensus in a complex environment characterized by competing priorities. The ability to handle complex multiple assignments at the same time with competing demands and deadlines while maintaining a calm demeanour is essential.

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- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- Demonstrated ability to create and maintain a positive, integrated, collaborative team environment
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.
- Essential: tact, diplomacy, and the ability to influence and motivate others
- Proven proficiency as a strategic thinker and change management expert, skilled in creating and evaluating evidence-based strategic plans

### Nature and Scope

- **Contacts:** Internally, communicates with senior management of all groups and departments and at all levels to deal with, influence and motivate others, and to promote, justify and settle highly sensitive matters. Externally, this position will have significant senior contacts with customers and suppliers and will be involved in settling highly sensitive, confidential matters that are critical to the organization.
- **Level of Responsibility:** The position is responsible and accountable for the overall results of the group or department.
- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for the department and addressing the changes to strategic business plans by consulting directly with the senior management as appropriate.
- **Physical and Sensory Demands:** Minimal demands typical of a senior executive position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a senior executive position exposed to stress and pressure associated with senior level responsibilities. Normally, the IT Manager carries out all responsibilities during regular business hours. However, at times they must occasionally work outside of regular business hours to direct the introduction of new technology into the production environment, and might infrequently be called upon to work outside of regular business hours if emergency conditions warrant.