

## Job Description

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<b>Job Title:</b>	Director, Strategic Communications
<b>Department:</b>	Dean of Mathematics Office
<b>Reports To:</b>	Dean of Mathematics
<b>Jobs Reporting:</b>	Communications Officer, Manager Communications, Digital Communications Officer
<b>Salary Grade:</b>	USG 12
<b>Effective Date:</b>	November 2020

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### **Primary Purpose**

The Director, Strategic Communications will manage internal and external communications related to University of Waterloo's Faculty of Mathematics. The Director will develop an innovative and integrated communications plan that supports both the Faculty and the University's goals and values, and will communicate it effectively across extensive internal and external professional networks. The Director will demonstrate excellence and innovation by identifying strategic communication opportunities for the Faculty of Math, and will generate renewed interest for the Faculty in the larger UWaterloo community, including current staff and students, alumni, future students, and other external partners. The incumbent will provide thoughtful leadership within the Faculty, and will be consulted as the expert to stakeholders and other team members.

### **Key Accountabilities**

#### **Responsible for the Faculty Communication Plan:**

- Develop and manage effective external communications strategy to enhance awareness of Waterloo Math and its accomplishments
- Directs the implementation of the communication plan using a deep knowledge base to ensure effective messaging, resourcing, and timing
- Uses research and other forms of data collection to analyze data pertinent to the Faculty, and to ensure that the communication plan incorporates new and emerging trends
- Leadership of Communication team
- In consultation with the Dean of Math and other Faculty leaders, develops an integrated communication plan in support of the University's goals, and positioning the Faculty of Math as a destination of choice for future students, current students, and other stakeholders
- Establishes criteria to measure the effectiveness of the communication plan by monitoring and reporting on the Faculty's strategic initiatives
- Ensures information dissemination and broad consultation across the Faculty on all planning matters
- Works closely with the Faculty Analytics group to align the Faculty's strategic results with the University's broader operations
- Develops an annual budget and implementation plan to achieve the required priorities

#### **International partnerships and outreach**

- Maintains positive and productive relationships among a large network of international and domestic partners and stakeholders
- Explores new opportunities for partnerships with the Faculty, acting as an ambassador at various events and conferences

### **Management of internal communication channels**

- Guides and oversees the development of engaging content for various Faculty of Math publications including mailing lists, internal web pages, monthly newsletters, and other projects as needed
- Ensures quality, excellence and consistency in all Faculty communications, delivering key Faculty and Organizational messages effectively across existing communication channels
- Research and recommend new opportunities for Faculty of Math communications, broadening the scope and reach of the Faculty's message
- Monitors and reviews all communications content that is distributed by the Faculty to ensure quality, accuracy, and appropriate messaging

### **Committees and Special Events**

- Attends DAC and RAC meetings to ensure that important communications items are raised and actioned
- Attends multiple communications committees organized by the University Relations teams to ensure that the Faculty is represented in the University communications and that the Faculty's interests are represented
- Delivers presentations on behalf of the Faculty of Math at student events and other public speaking venues

### **Resource Management**

- Provides leadership and direction to the team, and develops teamwork skills
- Oversees hiring, staff performance, salary administration, promotions, reclassifications and disciplinary issues
- Establishes work schedules, priorities, and backup procedures
- Builds a team to support work including those not in direct line of reporting
- Manages assigned budget, including approval of expenses and reconciliations

*\*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, communications, journalism, public relations or related field, education or training related to communications and strategies.
- Masters Degree is an asset

### **Experience**

- Progressive experience within the field of communications with a minimum of 7 years' relevant communications experience. Competencies include strategic thinking, people management, project planning.
- Proven expertise in developing, implementing, and measuring success of integrated communication plans for multiple audiences
- Experience with staff supervision and team leadership
- Demonstrated expertise in issues management and crisis communications
- Demonstrated ability to adapt to changing communication technologies and trends
- Demonstrated experience with media outlets including issuing press releases

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- Extensive experience in writing corporate communications, advertising and marketing materials, including materials suitable for current or potential donors.
- Experience developing industrial and research partnerships
- Experience managing budgets associated with publications, events, and freelance employees

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

- Understanding the use and impact of social media outlets
- Experience using online news feeds and other communication channels that capture social opinion
- Strong writing skills for all mediums including web, social media, video, news, and recruitment materials
- Intermediate experience with web content management software
- Basic experience with direct electronic communications (e.g. video conferencing)

### **Nature and Scope**

- **Contacts:** Internally, communicates with faculty members and staff to influence and motivate others, and to promote, justify and settle highly sensitive matters. Interacts with internal faculty directors and department heads, University Relations, Office of Research, Office of Development, Alumni Affairs Marketing and Undergraduate Recruitment, Heads of Research Centres and Institutes, and Managers/Directors of other faculties and units on campus. Externally, makes contacts with industrial partners to obtain, clarify and discuss information, e.g. Industry Research Partners, Industry Associations, Government offices, other universities.
- **Level of Responsibility:** Responsible and accountable for communications related to special projects and events within the Faculty of Math
- **Decision-Making Authority:** Makes decisions on timelines and budget allocation to meet stated objectives. Makes decisions about message content consistent with strategic objectives. Makes decisions about media to be used to reach intended audience. Provides advice on communications strategies.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position within an office environment.
- **Working Environment:** Occasional travel required. Regular working hours, occasional evening/weekend work required. Minimal exposure to disagreeable conditions typical of a supervisory position