Job Description

**Job Title:** Director, Strategic Communications

**Department:** Dean of Mathematics Office

**Reports To:** Dean of Mathematics

**Jobs Reporting:** None

**Salary Grade:** USG 12

**Effective Date:** July 1, 2017

**Primary Purpose**

The Director, Strategic Communications will manage internal and external communications related to University of Waterloo's Faculty of Math. The Director will develop an innovative and integrated communications plan that supports both the Faculty of Math 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 of Math 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 of Math, and will be consulted as the expert to stakeholders and other team members.

**Key Accountabilities**

List the major responsibilities of the job, divided into 3 to 5 broad categories. These should reflect 80 - 90% of “what” the job does not the “how”. Insert a category heading and in bullet form below, state specific responsibilities.

### Responsible for the Faculty of Math’s 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
- Overall managerial responsibilities for the Communications team in the Faculty of Math including hiring, staff performance, salary administration, promotions, reclassifications and disciplinary issues

### International partnerships and outreach

- Maintains positive and productive relationships among a large network of international and domestic partners and stakeholders
- Provides guidance to team on travel arrangements for visiting guests, and provides hosting duties such as itinerary coordination, campus tours, and facilitation of introductions to research partners
- Explores new opportunities for partnerships with the Faculty, acting as an ambassador at various events and conferences

### Management of internal communication channels
Job Description

- 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 the Engineering Faculty Council, ensuring that important business items are returned and communicated to the Faculty of Math’s leadership team, and that the Faculty’s interests are represented
- Oversees and organizes the Faculty of Math’s participation in various student and recruitment events including, but not limited to the March Break Open House, UWaterloo Day, Orientation Week activities, 60th Anniversary events
- Delivers presentations on behalf of the Faculty of Math at student events and other public speaking venues

Agreements and events related to Industrial and Research partnerships
- Advise on Research Grant Proposals
- Advise on agreement content (e.g. international academic partnerships)
- Organize and/or participate in events; deliver presentations

Required Qualifications
If hiring today, what would be the required education, experience, knowledge, skills and abilities?

Education
- Completion of a Bachelor’s degree, or equivalent education and experience
- Education or training related to communications and strategies

Experience
- Five or more years of progressive experience within the field of communications
- Experience creating and executing large-scale strategic communication plans
- Experience using electronic communication media, e.g. Social media, blogs, online publications, email campaigns, etc.
- Experience developing and maintaining industrial and research partnerships

Knowledge/Skills/Abilities
- Competencies include strategic thinking, people management, project planning
- Demonstrated ability to exercise sound judgement in high-pressure situations with competing priorities and demands
- Demonstrated ability to adapt to changing communication technologies

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, Marketing and Strategic Communications, Office of Research, Office of Development, Alumni Affairs Marketing and Undergraduate Recruitment, Heads of Research Centres and Institutes. 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. Makes recommendations on industry and research partnerships.
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- **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.