

Job Description



Job Title:	Director, Communications and Strategic Initiatives
Department:	Institute for Quantum Computing (IQC)
Reports To:	Executive Director, Institute for Quantum Computing
Jobs Reporting:	Senior Manager, Liaison and Integrated Communications Senior Manager, Integrated Marketing Senior Manager, Research Insights Senior Manager, Scientific Outreach and Government Relations Manager, Outreach and events
Salary Grade:	USG 14
Effective Date:	January 2020

Primary Purpose

The Director will plan and advance the Institute's strategic marketing, communications, outreach, and external relations objectives. The Director is responsible for developing, planning, and managing a wide range of marketing, branding, communications, and outreach activities directed at the local, national and international levels among a wide range of stakeholders.

The mission of the Institute for Quantum Computing (IQC) is to advance fundamental experimental and theoretical knowledge in relevant areas of Engineering, Mathematics, and Science to enhance developments in the field of Quantum Computation and Information Processing. To achieve this mission, the Institute brings together the best researchers and students from around the world in Computing, Engineering, Mathematical, and Physical Sciences.

It is IQC's strategic objective to become the worldwide source of information, analysis, and commentary on the state of quantum information processing and to provide the essential knowledge for Canada's industry to be ahead of the international community. It will be the Director's responsibility to realize this objective.

The Director is responsible for directing the marketing and communications strategy. The specific outputs of activity related to developing and communicating the IQC brand include a road map to fulfill IQC's strategic objective of becoming the primary source of quantum information, an enhanced website, a communications/branding plan and strategy, and various scientific outreach activities.

Key Accountabilities

Communications and Marketing Planning

- Developing strategic communications frameworks, principles and policies to build and enhance overall communications including operations, integrated marketing, public communications, media relations and branding
- Leading the strategic communications and marketing planning process including market research and analysis, evaluation, evidence-based strategies and tactics to address all IQC stakeholders worldwide (government officials, industry partners, UW scientists and researchers, peer scientists and researchers around the world, students and prospective students from high school through grad school, University of Waterloo colleagues and the general public)

- Increasing awareness and knowledge of quantum information (QI) and IQC, in the global QI community, among Canadians and around the world. Goals include increasing the # of engaged web visits, the # and type of outreach programs, the # of visitors and the # of press releases
- Defining, implementing and building the IQC brand (from research through implementation)
- Developing and communicating the IQC brand by preparing a communications and branding plan/road map for federal government reporting purposes in order to fulfill IQC's strategic objective of becoming the primary source of quantum information
- Creating plans and monitoring progress toward ensuring that IQC, Waterloo and Canada are the centre of research in quantum information technology and applications, the primary magnet for HQPs in the QI field, and a prime source of information, analysis and commentary on QI (required for federal government reporting)
- Developing excellent collaborative working relationships with IQC's senior management team, faculty and with leaders in quantum institutes around the world
- Developing and executing communication strategies addressing all of IQC's worldwide audiences
- Working constructively with University of Waterloo colleagues to maximize alignment and synergy of external relations and communications strategies, messaging, and programs
- Collaborating with other UW senior communicators to develop innovative communication strategies to strengthen UW/IQC's reputation and brand
- Developing and managing the units' services, budget and staffing, and alignment with UW and IQC's plans and objectives
- Approving all official Institute communications and marketing initiatives
- Developing and providing clear, consistent and creative communications
- Is responsible for the quality and production of IQC publications

Stakeholder Relations and Outreach Planning

- Working closely with IQC's Executive Director to support growing government relations function aimed at deepening relationships with key government partners, monitoring relevant policy and budget information, and reinforcing quantum information as a key priority for Canada
- Working with IQC leadership and faculty and external partners on IQC's industry relations strategy
- Developing and leading IQC's outreach strategy, bringing quantum information to people of all ages and reinforcing the Institute's international reputation as a source of quantum information
- Developing and implementing conferences and events, and government and other stakeholder relations initiatives
- Developing and executing an outreach plan among senior stakeholders in industry, the academic community and government at a world-class level
- Keeping community groups and stakeholders informed about the university's activities, achievements, needs, concerns and proposals
- Serving as a key representative to introduce IQC to multiple prominent visitors (international politicians, scientists, journalists)
- Participating in relevant internal and external committees, groups or events, local and international
- Is the primary media contact for IQC

Strategic Initiatives

- Establishing and implementing the strategic direction and priorities for marketing, communications, outreach and stakeholder relations activities at IQC and across Canada, as best meets the needs, fulfills the mission and vision, promotes the brand and delivers on the values of IQC
- Providing advice and counsel to IQC's senior management with regard to organizational change management, employing proven communications approaches to support the department's strategic change initiatives
- Providing advice on strategic priorities and objectives of IQC's Executive Director and, more generally, of the Institute
- Designing and implementing strategic measurement systems to evaluate IQC performance and impact
- Responsible for translating research findings and quantitative data into actionable insights to inform institutional decision making
- Accountable for implementing and the achievement of annual plans including reports required per government agreements detailing progress made on stated objectives
- Ensuring CSI programs are in-line with the Institute and University overall goals and objectives
- Monitoring and evaluating the portfolio's effectiveness against priorities and performance targets; effects changes required for improvement
- Leading innovative research projects especially on branding and outreach
- Working collaboratively with IQC leadership, Office of Research, Media Relations, & Government Relations to convey Executive Director's messaging and priorities
- Responsible for delivering Executive Director reports, presentations and speeches
- Establishing and updating mitigation strategies, which require annual status update reporting to the federal government, including reporting operating constraints that limit IQC's ability to brand itself, such as limited resources (including staff). Mitigation measures include recruiting the right people, talent, skills; develop and deliver a branding project plan; foster a close working relationship with appropriate units within the university

Team Leadership and Management

- As a member of the senior leadership team at IQC, collaborates and cooperates with the Executive Director and University senior leadership
- Supervising five direct reports plus part-time and contract staff as required
- Recruiting, developing, and retaining staff
- Providing leadership, feedback, direction, coaching and mentoring to staff
- Maintaining and ensuring the momentum of the team's activities and ensures that it operates at a high-performance level
- Ensuring the effective utilization, deployment and development of people and capital resources
- Sign-off authority to purchase consulting and marketing communication services, publications, outreach pieces and media ads/initiatives
- Accountable for the communications and strategic initiatives budget

**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 <ul style="list-style-type: none">• Master's degree in communications, business administration, strategic marketing or equivalent combination of education and experience
Experience <ul style="list-style-type: none">• Demonstrated familiarity with quantum information and technology. Experience and knowledge of the quantum community is considered an asset• A proven track record of providing strategic advice to those in institutional leadership roles• At least five years of experience in roles of progressive responsibility for planning, relationship building and strategic initiatives, preferably in an academic setting• Extensive experience in integrated marketing and communications or a related field. Agency experience is an asset• Five or more years in comprehensive and program evaluation or applied research, needs assessments, project management, and stakeholder engagement• Demonstrated experience navigating federal and provincial research and innovation funding landscape
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Must be a strategic thinker and possess proven ability in developing and executing marketing, communication and government relations strategies with a broad stakeholder base and direct experience in integrating such strategies with daily operations• Strong organizational, prioritization and analytical skills; proven ability as a problem-solver• An ability to work independently and as a member of a team• Strong interpersonal skills; strong verbal and written communication skills; tact, good judgment, diplomacy and an ability to maintain confidentiality are essential• Advanced understanding of key performance metrics, marketing data, and analyses, including how to leverage and make use of the data and analyses to inform and advance IQC's strategic objective of becoming the primary source of quantum information• Knowledge of UW policies, procedures and guidelines would be an asset

Nature and Scope

- **Contacts:** Broadly based, the incumbent initiates contact and maintains professional working relationships with senior personnel in University's Relations, University Advancement, and with the President's and Vice President's Office) and, externally, at science museums, institutes, and media centers and specific quantum computing institutes around the world. The incumbent will interact with international media, government officials, and scientific publication personnel
- **Level of Responsibility:** As a senior director, accountable for the development and success of the overall planning and management marketing, communications and scientific outreach related to IQC's strategic objective of becoming the source of quantum information. Has high-level oversight and organizational responsibility for discussions and initiatives; integral involvement in strategizing on issues of the utmost importance to the Institute. More generally, contributing in a professional and timely manner to the management of a multitude of issues in a fast-paced, multifaceted environment
- **Decision-Making Authority:** Must be capable of making decisions independently, of knowing when to escalate matters to IQC's Executive Director or senior University leadership and contributing positively and creatively to discussions around strategic decisions to be made by the Executive Director
- **Physical and Sensory Demands:** Minimal, typical for an administrative position in an office environment

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- **Working Environment:** Occasional travel; regular working hours with some evening/weekend work; minimal exposure to disagreeable physical conditions in the workplace