

Job Description

Job Title:	Director, Marketing & Communications
Department:	Dean of Engineering Office
Reports To:	Senior or Executive Director of Advancement (current title: Director of Advancement)
Jobs Reporting:	Sr. Communications Officer, Media, Sr. Communications Officer
Salary Grade:	USG 13
Effective Date:	November 2019

Primary Purpose

The Director will plan and direct the Faculty's strategic marketing and communications initiatives. This role is responsible for developing, planning and managing a wide range of marketing, branding, communications and public relations activities directed at the local, national and international levels among a wide range of stakeholders, in alignment with the university's marketing and communications programs and institutional brand positioning and identity.

Key Accountabilities

Marketing & Communications Strategy and Implementation

- As part of the Faculty Strategic Plan process, establish key performance goals aligned with marketing communication efforts to support the key pillars of the Faculty plan
- Develop and direct an integrated marketing and communications strategy that advances the image and reputation of the Faculty, contributes to the achievement of the university's strategic goals and is in alignment with the university's master brand
- Lead development of the strategic communications frameworks, principles and policies to build and enhance the overall communications including operational, marketing, public communications and branding
- Lead development of the Faculty's web communications business objectives and aligned strategy, including social media, to deliver on marketing efforts
- Oversee the marketing communications strategic efforts to ensure the successful recruitment of the highest quality students, faculty and staff
- Direct the ongoing development and implementation of an internal communications strategy
- Working with the Director of Advancement, develop strategic marketing and communications themes and messaging aligned with fundraising initiatives and campaigns
- Direct and support the ongoing efforts to measure and report on the effectiveness of marketing communication efforts of the Faculty; establishing the metrics and means to regularly report on initiatives to stakeholders within the Faculty
- Manage external relationships as part of the marketing communications requirements in special projects of the Faculty aligned with research and industry funding partnerships
- Lead marketing communications efforts across the Faculty to leverage and promote the Faculty's annual Capstone Design Symposium
- Anticipate economic, social, political, environmental and technological impact on marketing communication efforts to the grow the Faculty reputation and adapt plans and messaging accordingly

Collaboration and outreach

- Collaborate with University Relations Marketing and Communication leadership teams to develop and execute strategies to strengthen Waterloo's reputation and contribute to the achievement of the university's strategic goals
- Align the Faculty's marketing communication initiatives with the Waterloo vision, brand promise and attributes
- Provide brand and marketing guidance, mentoring, coaching and thought leadership to Faculty Department communicators, ensuring that communication efforts are aligned with University and Faculty strategic goals and messaging
- Support message development and communication best practices across the University, representing the Faculty of Engineering in centralized efforts
- In collaboration with the university's Media Relations group, create, direct and evaluate a media relations program for the Faculty with the goal of publicizing Waterloo Engineering's academic and research excellence, and positioning the Faculty as a world-class school of engineering
- Develop excellent collaborative working relationships with the Faculty's senior leadership team and faculty members
- Participate in relevant internal and external leadership committees, groups or events
- As a member of the Faculty of Engineering Crisis Management Team, develop and direct crisis communications response to emergencies/crises involving engineering students, faculty, staff and facilities. Support university issues management teams, working both proactively and reactively, to ensure a positive outcome for the Faculty and University, and in collaboration with the university's Communications and Public Affairs Department
- Work collaboratively with Associate Deans, the Engineering Research Office and all department Chairs to develop and implement a clear, consistent and coherent approach to enhance the reputation of the Faculty and promote research efforts and abilities of the Faculty
- Set the metrics and standards for major areas of marketing communications accountability across the Faculty; ensure communications audits are carried out appropriately; measure and monitor stakeholder satisfaction against standards and lead action to improve as required.
- Oversee Engineering's successful participation in various student and recruitment events aligned with the registrar Office efforts such as Fall Open House, March Break Open House and U@Waterloo Day
- Manage media and publication requests for tours and video production requirements that profile Waterloo Engineering researchers, students and facilities

Leading or managing people

- Leadership of the Advancement marketing communications team, with overall managerial responsibilities for the team including hiring, staff performance, salary administration, promotions, reclassifications and disciplinary issues
- Direct and support team adoption of external marketing communications project management and analytics tools that improve team efficiency

Vendor selection and oversight

- Lead the RFP/RFQ process for the assessment, review and selection of key external vendors following all University policies and procedures
- Support the management of vendor relationships on identified contracts related to fulfillment of a range of contracted services
- Responsible for negotiation and implementation of media buying and sponsorship agreements aligned with reputation build for the faculty

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**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">• University degree, preferably in a field related to marketing and communications (communications, journalism, public relations) Masters degree an asset
Experience <ul style="list-style-type: none">• Minimum 7-10 years relevant marketing and communications experience. Experience in a university environment preferred• Demonstrated experience as a communications strategist• Proven expertise in developing and implementing integrated communication plans for multiple audiences• Demonstrated ability to incorporate both traditional and new communications technologies in strategic initiatives• Extensive experience in writing corporate communications, advertising and marketing materials• Demonstrated expertise in issues management and crisis communications• Extensive editorial experience, with both print and electronic communications• Superior written and oral communication skills
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Advanced skills in MS Office, web content management systems• Excellent interpersonal skills required• Demonstrated ability to build collegial relationships based on trust and mutual respect• Extensive experience managing and motivating professional staff• Proven ability to work effectively with and build consensus among people at all levels• Proven ability to meet deadlines and work effectively in a fast-paced team environment• Strong research, analytical and problem-solving skills required• Must be a strong communicator (oral and written) with the ability to build relationships with senior administrators, alumni, donors, and students;• Comfortable in high profile networking environments where developing new relationships is expected;• Possess strong planning and organization skills with exceptional attention to detail;• Must be a problem solver with a friendly, professional, customer service oriented personality;• Ability to conduct themselves with a high degree of diplomacy and tact

Nature and Scope

- **Contacts:** Must maintain productive internal and external working relationships with primary internal groups including Dean, Associate Deans, Department Chairs, Directors, Associate Directors, faculty and staff within the Faculty of Engineering. Internally interacts with colleagues across the university including IST, faculty-based recruitment personnel, Office of University Relations, Creative Services and Marketing and Strategic Communications. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the university; Ability to take initiative where minimal direction is provided;

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Proactive in contributing ideas and solutions to the Director and other team members; Provide direction, guidance and support to team members; Establishes goals in consultation with Director, Advancement

- **Decision-Making Authority:** Directs administrative functioning of the marketing and communications team Recommends program modifications when necessary.
- **Physical and Sensory Demands:** Minimal exposure to disagreeable conditions typical of a supervisory position
- **Working Environment:** Regular working hours, some evening/weekend work required. Office based, occasional travel required.