

## Job Description

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<b>Job Title:</b>	Senior Manager, Liaison and Integrated Communications
<b>Department:</b>	Institute for Quantum Computing
<b>Reports To:</b>	Director, Communications and Strategic Initiatives
<b>Jobs Reporting:</b>	Communication Specialist Multimedia Coordinator
<b>Salary Grade:</b>	USG 11
<b>Effective Date:</b>	December 2023

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### **Primary Purpose**

The Senior Manager, Liaison and Integrated Communications will advance IQC's image, profile and reputation in support of the Institute's strategic objectives; act as a strategic communications expert for the Institute; and provide broad strategic and specific tactical leadership. The incumbent will be a storyteller and editor, providing leadership and guidance to IQC's senior leadership and staff on content creation and management. Under the direction of the Director, Communications and Strategic Initiatives (CSI), this position will coordinate pan-university quantum planning and initiatives with campus partners. This position will collaborate with marketing and communications colleagues across the University to foster collaboration and shared goals with the broader community. The incumbent must be a highly skilled writer, with a superior understanding of both traditional and new communication technologies, and a strategic thinker with extensive experience.

### **Key Accountabilities**

#### **Strategic planning, budgeting and program evaluation**

- Leads communications (national and international) planning activities including development of communications goals, objectives, strategies and action plans
- Identifies and makes recommendations on innovative approaches to disseminate content
- Develops and manages the communications budget
- Develops metrics and standards for program evaluation
- Presents plans for approval
- Contributes to the development of IQC's strategic positioning
- Reports on program effectiveness, and recommends and implements changes
- Conducts and secures research to identify business needs and user needs to meet IQC's strategic communications objectives via print web, digital and social channels
- Conducts environmental scans and competitive analyses
  - Share of voice across peer institutions (domestic and international)
  - Share of voice across various media outlets (domestic and international)
- Works closely with the Manager, Integrated Marketing to create content strategies to guide communications and marketing design and development
- Maintains an editorial calendar for integrated communications and internal/external relations initiatives

### **Quantum liaison**

- Acts as IQC's lead on the pan university quantum initiative and quantum liaison for communication and marketing colleagues across campus.
- Partners with University Relations and works closely on planning, developing and implementing pan university quantum marketing and communications initiatives.
- Represents IQC's voice and position in communication material and facilitates conversations that enhance IQC's reputation and value to key local, international and international audiences and stakeholders (internal and external)
- Ensures consistency, accuracy and excellence in quality and content of messaging in all materials and works collaboratively with University colleagues
- Conducts research and interviews to write, edit and fact-check a variety of communication materials
- Develops multi-stakeholder communications plans to support significant content or events in support of IQC's marketing and communications plans
- Works closely with the Manager, Integrated Marketing to publish strategic communications content on IQC's websites, social media channels and a suite of central institutional print and digital collateral used to advance IQC's reputation
- Performs other duties of a comparable level/type as assigned

### **Brand Management**

- Provides leadership and support in the development of IQC's positioning, identity framework and key messaging
- Provides leadership and support to create IQC's identity principles and brand guidelines
- Provides strategic guidance for the creative development process

### **Generating content**

- Sources new content and stories to promote IQC by communicating regularly with IQC faculty and monitoring publication databases for recently published research results
- Takes the lead on generating content and writing stories to publicize and promote IQC
- Takes the lead on promotion/pitching/writing/editing of stories on behalf of IQC to selected journalists. Works closely with researchers on media releases and inquires
- Occasionally writes and edits multimedia web and online content in alignment with digital-content-writing best practices and web accessibility legislative requirements, and provides editorial support for web content as required (define content writing-and-editing workflows)

### **Program oversight and execution**

- Implements and provides day-to-day oversight for communications programs
- Works in collaboration with vendors or Creative Services/Digital Communications to execute creative concepts, refinements and secures final approvals
- Principal project manager for all integrated communications

### **Collaboration, outreach and internal communications:**

- Works closely and collaboratively with communications colleagues across campus
- Shares information regularly with marketing and communications colleagues in the faculties of science, math and engineering in regards to shared faculty
- Participates as a key member of the Communications Working Group, Communications Council and other communications groups across campus

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- Manages internal communications for IQC by approving weekly announcements created by the CSI Administration Coordinator, working with the Outreach team to promote events, colloquiums and lectures on various channels

### **Vendor selection and oversight**

- Leads the process for the assessment, review and selection of key external vendors following all University policies and procedures
- Manages relationships with a wide number of vendors related to IQC's communication goals
- Develops and manages relationships with best-in-class media planning and buying agencies
- Develops contractual agreements with key external vendors and manages the ongoing relationship
- Responsible for (national and international) media buying and negotiations

*\*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**

- University degree in strategic communications, marketing or a related field, or equivalent experience. English, Journalism degree preferred

### **Experience**

- 7+ years of experience in a relevant integrated communications role, preferably with experience in the university sector
- 3+ years of experience translating complicated ideas into easy to understand terms. Experience as a science writer considered an asset
- Extensive experience using social media and new media tools, web-based interfaces, social networking sites, video sharing sites, blogs and Wiki
- Experience in media relations considered an asset

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

- Superior written and verbal communication skills
- Persuasive and resilient in driving initiatives with multiple stakeholders
- Proven ability to balance persistence with professionalism
- Highly driven and achievement oriented
- Excellent presentation skills
- Demonstrated expertise in strategic planning
- Depth of experience:
  - In positioning and brand building
  - In development of creative strategies
  - Across both print, digital and social platforms
    - Creative and campaign development
    - Advertising planning
    - Media planning and buying
    - Measurement and evaluation
- Demonstrated success in producing effective print publications

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- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders including among others, the media, the public, employers, recruiters, academics and funders
- Strong organizational skills and ability to handle multiple tasks and meet deadlines.
- Able to lead within an integrated and collaborative team environment; a positive team approach to working with colleagues and media partners
- Actively and skillfully engaged in social media
- Advanced knowledge of Word, Excel, PowerPoint

### **Nature and Scope**

- **Contacts:** Internally, communicates regularly and professionally consults with senior personnel at IQC, the University's Office of Research, University Relations and with the President's and Vice President's Office. Externally, this position initiatives and maintains contact with science institutes and centres around the world, quantum conference/event organizers, media outlets (domestic and international) and specific scientific collaborating institutes around the world that focus on quantum computing. The incumbent will interact with international researchers, government officials, scientific personnel and journalists/media contacts.
- **Level of Responsibility:** The incumbent will possess proven ability, extensive experience and strong working knowledge and understanding of integrated marketing and communications strategies across both traditional and digital platforms within a highly complex institution and competitive marketplace and the role of marketing and communications in achieving IQC and the University's stated goals.
- **Decision-Making Authority:** Responsible and accountable for developing the priorities for fully integrated marketing and communications programs; following program evaluation making recommendations for program changes with consultation with the Associate Director as appropriate.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the institution can be expected in this role.