

Job Description

Job Title:	Director, Brand & Strategic Initiatives
Department:	Co-operative and Experiential Education (CEE)
Reports To:	Associate Provost, CEE
Jobs Reporting:	None
Salary Grade:	USG 14
Effective Date:	September 2020

Primary Purpose

The Director, Brand & Strategic Initiatives builds and enhances the CEE brand and reputational positioning as a global leader in co-operative and career education, and experiential and work-integrated learning. The Director works in accordance with the University of Waterloo's overall brand and strategic plan and CEE's vision, mission, goals and strategic plan, and works directly with the Associate Provost, CEE and the CEE leadership team. The Director conducts background research, develops reports, and provides advice on CEE strategic priorities and special projects, especially those that require broad campus collaboration, external partnerships or connections and participation of stakeholders. The incumbent will champion specific strategic initiatives and contribute to special projects in CEE particularly those that support CEE priorities. This Director will play a key role in working with the Associate Provost, CEE to find and seize opportunities that maximize our global reputation and advance the CEE vision, mission and goals across stakeholders.

Key Accountabilities

Lead the development of CEE's brand and reputational positioning to establish global leadership in Work-Integrated Learning (WIL)

- Lead the collaborative development of CEE's brand including the strategy, architecture and visual and verbal identity; constantly inventing new ideas to ensure the evolution of the CEE's brand in alignment with the overall University of Waterloo brand.
- Recommend new integrated communication and branding initiatives to build CEE's brand.
- Oversee and develop CEE's brand identity and forms of expression ensuring they are adequately protected while generating maximum exposure and benefit for the unit.
- Lead the development and implementation of enhanced local, national and international recognition, communication and positioning of CEE's leadership, greater awareness of CEE research, CEE productivity and CEE impact.
- In collaboration with the CEE leadership team, develop the CEE communications strategy for all stakeholders and all channels.
- Direct the production of content associated with CEE's leadership and enhanced reputation and brand and oversee key written communications to ensure they accurately reflect the AP, CEE and CEE's overall position.
- Coordinate the effective representation of CEE and the University of Waterloo at key associations locally, nationally and internationally by participating in committees, leadership roles, writing position papers etc.

Identify, undertake research and implement strategic initiatives in collaboration with other members of the CEE leadership team.

- With the AP, CEE and the CEE leaders, advance key priorities of the CEE including but not limited to the Quality AAA WIL framework, the Future Ready Talent Framework, graduate student WIL, and

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enhanced upskilling and reskilling initiatives for learners at all stages of their career through various learning formats.

- Develop and collaborate in the roll-out of the CEE capital fundraising campaign including the direction of communication elements in various media formats
- Develop and implement the CEE strategic plan with the Associate Provost, and CEE leadership team, relevant institutional colleagues, and ensure alignment with the University strategic plan.
- Promote the knowledge mobilization, recognition and advancement of excellence in work-integrated learning research and its impact.
- Gather intelligence and maintain environmental scans for major initiatives and developments, both on campus and externally, that are relevant to CEE vision, mission and priorities.
- Collaborate with the AP, CEE and leaders to articulate various strategies associated with advancement, alumni, international students (inbound and outbound), research, and the development of revenue streams associated with various CEE offers.

Build and manage strategic relationships to develop and enhance CEE networks with all stakeholders

- Maintain a strong knowledge of current UW programs, policies, resources and services; develop strong relationships with senior leadership to effectively liaise, anticipate issues and opportunities, and identify trends.
- Leverage external relationships to support achievement of the CEE's priorities and objectives.
- Work collaboratively and coordinate the involvement of the AP, CEE and the CEE leaders and their units with internal and external groups to support and improve CEE strategic planning and decision-making so that CEE is involved with the right people, at the right tables, at the right time.
- Along with other CEE leaders, coordinate the representation and participation in University of Waterloo's strategic initiatives. Specifically, this role would participate in University Relations' steering committees for branding, CEE campaign development, overall communications, the development and deployment of the central organizational relationship management tool, etc.

Provide overall strategic guidance, consultation, planning and leadership with CEE

- Seize opportunities to identify and lead opportunities to advance the mission of the CEE, particularly those that raise the profile of CEE in the institution.
- Champion vision, mission and values through leadership, direction, change management and strategic planning for CEE
- Monitor business practices to ensure that CE has the appropriate practices and processes to work effectively internally and represent Waterloo externally
- Demonstrate Waterloo's basic principles
- Coach and mentor staff as required to develop capability, knowledge and capacity.

**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

- Post-graduate degree in marketing, communications, journalism, public relations or related field

Experience

- 10+ years of experience in business strategy, branding, marketing and communications

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- Minimum 5 years of experience in internal communications, including proven success in deploying communications to support significant organizational or business change
- 10+ years of experience in business strategy, branding, marketing and communications
- Demonstrated expertise in the development, planning and implementation of business strategies and plans.
- Demonstrated expertise in relationship / partnership building

Knowledge/Skills/Abilities

- Excellent verbal, written, presentation and editing communication skills including a strong knowledge of new and emerging communications technologies and channels.
- Proven skill in relationship management and achieving results using a collaborative approach
- Demonstrated success in leading change efforts and demonstrated high level of organization and ability to manage high volumes of activity and change
- Critical thinking and analytical skills to enable assessment of complex higher education issues of concern to stakeholders including, employers, students, the media, the public, and donors.
- Strong understanding of the customer lifecycle and the applications to customer recruitment, retention and recognition
- Positive team approach to working with colleagues and media partners
- An ability to work independently and as a member of a team.
- Strong interpersonal skills; strong verbal and written communication skills; tact, good judgement, diplomacy and an ability to maintain confidentiality are essential.
- Experience with Microsoft Office programs and SharePoint. Knowledge of UW policies, procedures and guidelines
- Advanced MS Word, Excel, PowerPoint
- Social media experience

Nature and Scope

- **Contacts:** Broadly based, at a very senior level, both within and external to the University.
- **Level of Responsibility:** High-level oversight and organizational responsibility for discussions and events; integral involvement in strategizing on issues of the utmost importance to CEE and the University. More generally, contributing in a helpful, 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, knowing when to escalate matters to Associate Provost, CEE or other members of the CEE leadership team, and contribute positively and creatively to discussions around strategic decisions to be made by the Associate Provost, CEE and the CEE leadership team
- **Physical and Sensory Demands:** Minimal, typical for administrative position in office environment
- **Working Environment:** Occasional travel; regular working hours with some evening/weekend work; minimal exposure to disagreeable physical conditions in the workplace