

Job Description

Job Title:	Associate Director, Communications and Marketing
Department:	Dean of Science Office
Reports To:	Executive Officer, Science
Jobs Reporting:	Digital Experience Manager
Salary Grade:	USG 12
Effective Date:	March 2023

Primary Purpose

The Associate Director, Communications (ADC) will manage internal and external communications related to University of Waterloo's Faculty of Science. The ADC will develop an innovative and integrated communications plan that supports both the Faculty and the University's goals and values and will communicate it effectively across extensive internal and external professional networks. The ADC will demonstrate excellence and innovation by identifying communication opportunities for the Faculty of Science and will generate renewed interest for the faculty 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 and will be consulted as the expert to stakeholders and other team members.

Key Accountabilities

Responsible for the Faculty Communication Plan:

- Develop and manage effective external communications strategy to enhance awareness of Waterloo Science 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 Science and other Faculty leaders, develops an integrated communication plan in support of the University's goals, and positioning the Faculty of Science 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.
- Develops an annual budget and implementation plan to achieve the required priorities

International partnerships and outreach

- Maintains positive and productive relationships among a large network of international and domestic partners and stakeholders.
- Explores new opportunities for partnerships with the faculty, acting as an ambassador at various events and conferences

Management of internal communication channels

- Creates and oversees engaging content for various Faculty of Science

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- 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 Science 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 DAC and RAC meetings to ensure that important communications items are raised and actioned.
- Attends multiple communications committees organized by the University Relations teams to ensure that the Faculty is represented in the University communications and that the Faculty's interests are represented
- Delivers presentations on behalf of the Faculty of Science at student events and other public speaking venues

Resource Management

- Provides leadership and direction to the team.
- Oversees hiring, staff performance, salary administration, promotions, reclassifications, and disciplinary issues.
- Establishes work schedules, priorities, and backup procedures.
- Builds a team to support work including those not in direct line of reporting.
- Manages assigned budget, including approval of expenses and reconciliations

**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

- Completion of a Bachelor's degree in marketing, communications, journalism, public relations or related field, education or training related to communications and strategies.

Experience

- Progressive experience within the field of communications with a minimum of 7 years' relevant communications experience. Competencies include strategic thinking, people management, project planning.
- Proven expertise in developing, implementing, and measuring success of integrated communication plans for multiple audiences.
- Experience with staff supervision and team leadership
- Demonstrated expertise in issues management and crisis communications.
- Demonstrated ability to adapt to changing communication technologies and trends.
- Demonstrated experience with media outlets including issuing press releases.
- Extensive experience in writing corporate communications, advertising, and marketing materials, including materials suitable for current or potential donors.
- Experience developing industrial and research partnerships.
- Experience managing budgets associated with publications, events, and freelance employees

Knowledge/Skills/Abilities

- Understanding the use and impact of social media outlets

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- Experience using online news feeds and other communication channels that capture social opinion.
- Strong writing skills for all mediums including web, social media, video, news, and recruitment materials.
- Intermediate experience with web content management software
- Basic experience with direct electronic communications (e.g., video conferencing)

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, University Relations, Office of Research, Office of Development, Alumni Affairs Marketing and Undergraduate Recruitment, Heads of Research Centres and Institutes, and Managers/Directors of other faculties and units on campus. 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 Science.
- **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.
- **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.