

## Job Description

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<b>Job Title:</b>	Manager, Marketing and Communication
<b>Department:</b>	Dean of Applied Health Sciences office
<b>Reports To:</b>	Executive Officer
<b>Jobs Reporting:</b>	none
<b>Salary Grade:</b>	USG 10
<b>Effective Date:</b>	November 2017

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### **Primary Purpose:**

This position is responsible for enhancing the public profile of Applied Health Sciences (AHS) by strategically positioning the Faculty as a leader in academic and research excellence through creative and effective communications programs. Often at the leading edge of managing the Faculty's external reputation, the incumbent develops, executes and evaluates media relations strategies to increase worldwide impact and recognition of the University of Waterloo. The incumbent will also manage AHS's extensive communications portfolio encompassing marketing and branding projects and the delivery of ongoing communications support for advancement-related activities imperative to achieving the Faculty's strategic goals.

### **Key Accountabilities**

#### **Media and public relations**

- Develops and manages program delivery to support the media relations strategy to meet established targets
- Remains up-to-date and knowledgeable about all academic and research activities within AHS in order to make educated statements about AHS's activities, and to optimize stakeholder participation in communications initiatives
- Strategically and systematically evaluates research findings published by UW, campus events and new developments identifying those with the greatest potential for being picked up by the media, and ensuring emphasis on Faculty and greater institutional priorities
- Interviews internal and external sources and conducts corresponding research to write a variety of high-impact materials for the media, including but not limited to press releases and media advisories
- Collaborates with Media Relations and Marketing and Strategic Communications to ensure excellent quality/consistency and initiate coverage and outreach
- Seeks new and innovative opportunities for earned media coverage of AHS initiatives by expanding the network of media contacts, researching niche targets, and working in collaboration with other departments on campus to leverage the audience for increased awareness about AHS
- Acts as a seasoned advisor and coach to colleagues, providing expert opinion on best practices and how to optimize public messaging to ensure media interest and coverage
- Responds to media requests for AHS representation by quickly identifying appropriate experts and supporting the arrangement of interviews
- Positions faculty members and researchers as thought leaders in their fields by supporting the writing of op-ed pieces
- Represents the Faculty at events and activities both on and off-campus to act as a diplomatic and knowledgeable facilitator between the media and AHS's leadership team and funders.

#### **Marketing and Branding:**

- Act as a primary Faculty content provider for the University's online, print and digital channels (institutional communications materials; website homepage and highest level pages) identifying and

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<p>writing engaging and informative stories from academic research, student activities and teaching initiatives, ensuring alignment with the broader communications calendar</p> <ul style="list-style-type: none"><li>• Researches, writes and edits compelling copy for marketing collateral that supports strategic initiatives. Work with designers, photographers and external vendors to create visually appealing products within budget</li><li>• Maintains an exceptional understanding of brand guidelines and promote a unified look and feel for the Faculty through the creation and maintenance of a suite of promotional material</li><li>• Encourages adherence to brand guidelines among faculty, staff and students by fielding questions, and providing direction and expert counsel on best practices</li></ul>
<p><b>Communications:</b></p> <ul style="list-style-type: none"><li>• Leads the development and implementation of an effective internal communications program to foster increased information sharing among the Faculty's three academic departments and associated research centres</li><li>• Works in support of the Director, Media Relations and Issues Management, Marketing and Strategic Communications to enhance the profile, image and reputation of the Faculty in the media and general public</li><li>• Acts as an editorial resource by assisting with researching, writing, editing and designing strategic publications and communications including annual reports, backgrounders, and brochures.</li><li>• Participates in and advises on the planning of issues management strategy on confidential matters relating to Applied Health Sciences in order to minimize and manage risk to the Faculty. This includes the assessment of risk and the astute evaluation of the expected media approach to inform the development of strategy and messaging</li><li>• Gathers information, conducts research, interviews sources and writes original content for ongoing deliverables associated with the internal communications program</li><li>• Conducts regular review of metrics and overall program evaluation to assess the effectiveness of AHS's communication portfolio</li><li>• Plans the distribution of communication initiatives to appropriate stakeholders</li><li>• Works closely with senior administration to craft timely and appropriate messages to employees</li><li>• Maintains news board in Dean's Office to showcase recent media coverage</li><li>• Develops messaging for Faculty leadership at speaking engagements, in keeping with and relying on a knowledge of advancement goals and priorities.</li><li>• Support colleagues at events with communications needs or marketing collateral</li></ul>
<p><b>Planning and budgeting:</b></p> <ul style="list-style-type: none"><li>• Contributes to the development of a communications strategy within the overall AHS strategic plan</li><li>• Develops an associated budget and implementation plan</li><li>• Maintains and reports on metrics related to communications initiatives for regular program evaluation and achievement of Faculty and institutional goals</li></ul>

## Required Qualifications

<p><b>Education</b></p> <ul style="list-style-type: none"><li>• Post-secondary degree or diploma in marketing, communications, journalism, public relations, writing-centric and/or corporate communications or an equivalent and /or relevant combination of education and experience</li><li>• Masters level degree an asset</li></ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"><li>• Minimum seven years of relevant experience in a communications or journalism role, acting as a writer/editor</li><li>• Experience fielding media inquiries and working with journalists to drive deadlines</li></ul>

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- Track record of innovative and effective branding and storytelling
- Experience articulating positioning/messaging in alignment with the priorities of a strategic plan
- Experience creating and managing social media campaigns, developing innovative and persuasive content and tracking metrics to assess traffic patterns and demographic details
- Proven experience with change management and influencing leaders to achieve strategic goals

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

- Thorough knowledge and understanding of marketing communications, strategic communications planning, print media
- Exceptionally skilled writer and editor, able to create content quickly, creatively, accurately and for a variety of mediums while maintaining the highest quality
- Ability to understand and operate in a broad spectrum of political, social and cultural milieus, and be able to distill complex academic information into plain language to bring research to life.
- Superior critical thinking and excellent analytical skills to enable immediate and appropriate assessment of complex issues of concern to stakeholders including among others, the media, the public, the campus community and funders
- Strong project management skills with the ability to meet fluctuating and time sensitive deadlines
- Ability to work collaboratively with multiple stakeholders to coordinate and organize efforts in support of strategic priorities
- Flexible, diplomatic, efficient and capable of managing crisis situations as they arise

### **Nature and Scope**

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels. Works closely and collaboratively with Marketing and Strategic Communications and campus-wide marketing and communications colleagues. Externally, this position will have significant contacts with suppliers and community and sector partners and will be involved in conferences and meet ups to advance the strategic communications agenda of the Faculty and at times, the University of Waterloo
- **Level of Responsibility:**
  - The job has specialized work with minimal supervision.
  - Content and materials produced by the incumbent are distributed widely, and the incumbent is solely responsible for their accuracy.
  - The position is expected to be forward looking, aware of trends and bring innovative and creative recommendations to the Faculty communications and advancement team.
  - The incumbent sits on the University Emergency Communications Team, and will be responsible for leading communication efforts during crisis situations.
- **Decision-Making Authority:** The incumbent is required to exercise superior judgment relying on expert knowledge and ability to make critical decisions quickly while supporting the Director, Media Relations and Issues Management in the delivery of media relations initiatives that best support the University of Waterloo's strategic priorities and enhance its reputation. The individual must be able to quickly assess and interpret complex public relations issues and make recommendations to senior leadership to minimize risk and enhance the institution's reputation.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Moderate exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management-level responsibilities with significant public and campus scrutiny and potential for impact on the university's reputation. Media inquiries and issues affecting the Faculty occur at any time. As a result, work outside the stated operating hours of UW should be anticipated in this role.