



**JOB TITLE:** Associate Director, Communications

<b>DATE:</b>	January 2017
<b>USG:</b>	12

**REPORTS TO** (job title): AVP, Advancement Services

**JOBS REPORTING** (job titles): Senior Communications Officer, Development  
 Senior Communications Officer, Principal Gifts  
 Alumni Officer, Communications and Marketing  
 Alumni Officer, Digital Initiatives  
 Communications Associate

**DEPARTMENT:** Office of Advancement

**LOCATION:** Main Campus

**PRIMARY PURPOSE:**

The Associate Director, Communications will manage an integrated and strategic communications effort to thoughtfully and effectively engage our community of donors, alumni and friends around the world to tell the stories of Waterloo, demonstrate the impact they have on our mission and promote opportunities for their philanthropic investment.

The Associate Director is responsible for raising the profile of Advancement communications, understanding and disseminating the communication and engagement expectations of our alumni and donors and plays a key role in forging relationships across campus. An important partner to the university's other senior communications officers, the Associate Director works with communications leaders and teams across the University to help inform and support Waterloo's overall positioning, branding and messaging.

Reporting to the Associate Vice-President, Advancement Services, the Associate Director will bring together and lead a team of Advancement communication professionals to execute an integrated communications strategy that maximizes our resources and expands Waterloo's reach and impact with its alumni, donors and other stakeholders around the world and close to home.

**KEY ACCOUNTABILITIES:**

<b>1.</b>	<p><b>Strategic planning</b></p> <p>Develops, leads and executes an integrated, comprehensive strategic communications plan designed to support fundraising and alumni relations initiatives</p> <p>Uses research, analytics and metrics to evaluate program impact and success and inform strategy</p> <p>Evaluates current communications tools and materials to ensure best practices are employed</p> <p>Provides counsel to the VP, Advancement and the senior advancement team on communication strategies</p>
<b>2.</b>	<p><b>Program Oversight and Execution</b></p> <p>Oversees all digital communications initiatives including content development, design, and distribution of communication material including the integrated online platform, e-newsletters, broadcast emails, websites, social media platforms, etc.</p> <p>Serves as primary editor/approver for specific program communications across the Office of Advancement such as proposals, event programming, annual giving appeals, cases for support</p> <p>Responsible for accuracy, effectiveness and appeal of messaging and content</p> <p>Develops key messages for Advancement and ensures that style, brand and messaging guidelines are consistently communicated in all forms of communication</p>



<b>3.</b>	<p><b>Relationship Management</b></p> <p>Responsible for internal communications initiatives within University Advancement, in collaboration with the leadership team</p> <p>Works closely with University Relations to ensure that University-wide reputation and branding efforts are integrated into Office of Advancement communication efforts</p> <p>Develops methods and protocols for coordinating communications planning and execution with key stakeholders within the Office of Advancement, including frontline fundraisers and alumni relations staff, and with campus partners, including University Relations and the Office of the President, to ensure consistency of message, tone and style, and to leverage both internal and external resources and relationships</p>
<b>4.</b>	<p><b>Leadership</b></p> <p>Manages an integrated team of Advancement communication professionals, who have accountabilities to different departments within the Office of Advancement</p> <p>Provides leadership and mentoring to the communications staff responsible for executing strategy across multiple communications channels including print and digital media: newsletters, publications, brochures, press releases, proposal development, video, case statements, speeches, mass and individual donor communications and campaign materials</p> <p>Builds a high-performing communication team as it relates to structure, knowledge, competency, operational processes, creativity and alignment to best meet the needs of the Office of Advancement and the University</p> <p>Researches and recommends innovative and enhanced strategies and policies, and keeps current on best practices in Advancement communications, including the use of the latest technology tools for communicating strategic messages to key audiences</p>
<b>5.</b>	<p><b>Budgeting and Project Management</b></p> <p>Responsible for day-to-day operations and the management of departmental budget</p> <p>Provides leadership and manages relationships with communications vendors and consultants</p> <p>Ensures the effective project management of initiatives for which s/he is accountable, including personnel, resources, time, and budget, with proper control of expenditures</p> <p>Ensures the development and reporting of appropriate metrics for measuring the success of initiatives for which s/he is accountable</p> <p>Ensures the development of documentation which accurately reflects all components of each particular initiatives for which s/he is accountable</p>

**POSITION REQUIREMENTS:**

**Education:**

A University degree in marketing, communications or other related field. Masters degree preferred.

**Experience:**

5-7 years of progressive experience in communications, public relations or marketing preferably in a not-for-profit or educational setting with at least 2 years senior experience managing a communications department. This position requires a high level of maturity, competence, and professionalism with outstanding written and oral communication skills, including proven excellence in editing and the ability to write effectively, authentically, and in a manner that resonates with the target audience.

Competencies include strategic thinking, creative project planning, budget, project and human resources management skills, including hiring, directing, evaluating and developing employees. Knowledge of Advancement in the university environment is an asset as is the demonstrated ability to make a positive contribution to an integrated and collaborative team working in a complex environment.

Must be self-motivated with strong organizational skills and the ability to handle multiple deadline driven tasks.

**Technical:**



MS Word	Excel	PowerPoint/ Presentation software	Social Media
Intermediate	Intermediate	Advanced	Advanced

## **NATURE AND SCOPE:**

### **Interpersonal Contacts:**

The Director interacts regularly with the Associate Vice-President and is a key member of the Advancement Services leadership team and, as such, must have the ability to work collaboratively and effectively with peers.

The incumbent works closely with colleagues throughout the institution including:

- Senior staff, Office of the Vice-President, Advancement
- Senior staff, Office of Advancement
- Senior staff, University Relations
- Development and alumni staff across campus
- Communications professionals across campus including Marketing and Strategic Communications
- Community Relations and Events

Externally, this position will have significant contacts with donors, alumni and suppliers and will be involved in problem solving matters that are critical to the organization.

### **Level of Responsibility:**

The position is responsible and accountable for leading Advancement communications. They provide strategic leadership and are expected to bring innovative approaches to achieving the mission of university Advancement.

### **Decision-Making Authority:**

Responsible and accountable for establishing the priorities for Advancement Communications and addressing the changes to strategic business plans by consulting directly with the Associate Vice-President 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 senior executive position exposed to stress and pressure associated with senior level responsibilities.