

## Job Description

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<b>Job Title:</b>	Director, Marketing & Communications
<b>Department:</b>	Advancement
<b>Reports To:</b>	Nenone Donaldson
<b>Jobs Reporting:</b>	Senior Communications Officers (4) Senior Digital Communications Officer
<b>Salary Grade:</b>	USG 14
<b>Effective Date:</b>	October 2022

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### **Primary Purpose**

Reporting to the Vice-President, Advancement, the Director of Marketing and Communications for the Office of Advancement will lead a team of high performing professionals to execute an integrated marketing-communications strategy that maximizes our resources and expand Waterloo's reach and impact with its alumni, donors, and other stakeholders locally and around the world.

The Director will manage strategic marketing and communications efforts to thoughtfully and effectively engage our global community of donors and alumni to tell the stories of Waterloo, demonstrate the impact they have on our mission, and promote opportunities for future philanthropic giving. The Director is responsible for raising the profile of the University of Waterloo's brand as it relates to fundraising and alumni relations. The Director must understand and disseminate the marketing, 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 leaders, the Director works with other marketing and communications leaders and their teams across the University to help inform and support Waterloo's overall positioning, branding and messaging.

The Director oversees all Office of Advancement marketing and communications initiatives, both internal and external, across multiple platforms and formats, to drive engagement, retention, leads, philanthropic support, and positive stakeholder behaviour. The Director has expertise in all aspects of communications and marketing, the use of video in storytelling, brand consistency, segmentation, analytics, and meaningful measurement. The Director builds relationships and collaborates with colleagues across Advancement, University Relations, faculty communications and marketing staff, and the Waterloo Alumni Association, to understand the perceptions of stakeholders and create meaningful experiences for audiences through strategic marketing and communications activities. The Director ensures that all Advancement communications and marketing efforts align with Waterloo's content and brand positioning and support the execution of key priorities in collaboration with the primary stakeholders.

### **Key Accountabilities**

#### **Strategic planning**

- Develops, leads, and executes an integrated, comprehensive strategic marketing and communications plan designed to support fundraising and alumni relations initiatives.
- Uses research, analytics, and metrics to evaluate program impact, success, and inform strategy
- Evaluates current marketing and communications tools and materials to ensure best practices are employed.
- Provides counsel to the VP, Advancement and the senior advancement team on marketing and

<p>communication strategies.</p>
<p><b>Program Oversight and Execution</b></p> <ul style="list-style-type: none"> <li>• Oversees all digital communications initiatives including content development, design, and distribution of marketing and communications including the online digital community engagement platform, e-newsletters, broadcast emails, websites, social media platforms, etc.</li> <li>• 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, Waterloo Magazine, etc. Works with the AVP Development programs on campaign communications leading or supporting as required.</li> <li>• Responsible for accuracy, effectiveness, and appeal of messaging and content.</li> <li>• Develops key messages for Advancement and ensures that style, brand, and messaging guidelines are consistently communicated across all forms of communication.</li> </ul>
<p><b>Relationship Management</b></p> <p>Responsible for internal communications initiatives within the Office of Advancement, in collaboration with the VP Advancement:</p> <ul style="list-style-type: none"> <li>• Deliver communications through various channels to educate and engage staff on key policies and initiatives.</li> <li>• Support HR recruitment to communicate the Advancement value proposition and employment brand.</li> <li>• Provide thought leadership and stay abreast of relevant trends and internal communication best practices.</li> <li>• Provide coaching on use of social media to help senior Advancement leaders build their personal brand.</li> <li>• Develop and maintain a set of KPIs across internal communications to create and implement internal communications that will build employee awareness and engagement, while supporting change management within Advancement.</li> <li>• Partner with campus leaders to reinforce our commitment EDI.</li> <li>• Develop and maintain a program to celebrate success (i.e., large gifts, strategic wins).</li> </ul>
<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Manages an integrated team of marketing and communications professionals, who have accountabilities to different departments within Advancement.</li> <li>• Provides leadership and mentoring to the marketing and communications staff responsible for executing strategy across multiple communications channels including print and digital media: newsletters, publications, brochures, news releases, proposal development, video, case statements, speeches, mass and individual donor communications, and campaign materials.</li> <li>• Manages, mentors and motivates a high performing marketing and communications team with the knowledge, competency, operational processes, creativity and structural alignment to best meet the needs of the Office of Advancement and the University.</li> <li>• Researches and recommends innovative and enhanced strategies and policies and keeps current on best practices in Advancement marketing and communications, including the use of the latest technology tools for communicating strategic messages to key audiences.</li> </ul>
<p><b>Budgeting and Project Management</b></p> <ul style="list-style-type: none"> <li>• Responsible for day-to-day operations and the management of departmental marketing and communications budget.</li> <li>• Provides leadership and manages relationships with marketing and communications vendors and consultants.</li> <li>• Ensures the effective project management of initiatives, including personnel, resources, time, and budget, with proper oversight of expenditures.</li> </ul>

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- Ensures the development and reporting of appropriate metrics for measuring the success of initiatives.
- Ensures the development of documentation that accurately reflects all components of each marketing and communications project so that repeatable processes can be implemented, and new staff can be effectively trained.

*\*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, preferably at the honours level, in journalism, public relations, marketing, communications, or related field.

#### **Experience**

- At least 7-10 years of progressive experience in marketing, communications, and public relations preferably in a not-for-profit or educational setting. Experience managing a marketing and communications department and a demonstrated track record of success at a leadership or managerial level, within a large, complex, multi-stakeholder organization, focused on the strategic creation and execution of marketing and communications initiatives.

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

- 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.
- Advanced working knowledge of Microsoft Office suite and social media tools

### **Nature and Scope**

- **Contacts:** The Director interacts regularly with the Vice-President, Advancement and is a key member of the Office of Advancement leadership team and 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 marketing and communications. They provide strategic leadership and are expected to bring innovative approaches to achieving the mission of the Office of Advancement.

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- **Decision-Making Authority:** Responsible and accountable for establishing the priorities for Advancement marketing and communications and addressing the changes to strategic business plans by consulting directly with the Vice-President, Advancement 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.