

Job Description

Job Title:	Manager, Internal and Leadership Communications (Position 7121)
Department:	University Communications (ORG 5693)
Reports To:	Associate Director, Internal and Leadership Communications
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	April 2018

Primary Purpose

The Manager, Internal and Leadership Communications is responsible for writing and developing a wide range of communication products in support of breakthrough strategic communication plans. The role provides guidance to the University of Waterloo's internal and leadership communication strategy.

Under the direction of the Associate Director, Internal and Leadership Communications, the role works closely with a wide range of campus stakeholders to translate strategic activity into messages and activities that are relevant at a departmental and individual level, with a strong focus on people.

The role is responsible for developing and delivering a consistent, measurable and creative internal communication to engage campus groups. Under the direction of the Associate Director, Internal and Leadership Communications, the role also develops materials to aid positioning campus leaders as institutional and sector thought leaders.

The role covers a broad set of responsibilities requiring expertise in employee communication, storytelling, speechwriting and working knowledge of website best practices, social media and digital marketing, as well as communications design, development and execution.

Key Accountabilities

Implement communication plans

- Provide support and guidance to the Associate Director, Internal and Leadership Communications campus senior administrators in the delivery of internal communication.
- Ensure consistency of voice and message across all internal channels.
- Work with campus stakeholders to prepare messaging, speeches, reports, presentations and other materials in support of an annual editorial plan for leadership communication.
- Manage and co-ordinate all activity in internal communication plans, including deploying resources and managing risks.
- Contributes to the daily production of internal communication material including but not limited to the Daily Bulletin and Mass Emails.
- Provide support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the internal communication cascade.
- Establish two-way and face-to-face communication channels to build employee engagement. Reinforce these channels during organizational change.
- Ensure the most appropriate and cost-effective channels mix and maximize the potential of digital channels.

Insights and understanding

- Analyze and segment internal audiences to target communication effectively.

Job Description



- Maintain a strong understanding of different internal audiences. Use this knowledge to ensure the tone, language and format of internal communication is easily accessible to and read by a range of campus groups.
- Use segmentation and mapping techniques to identify target audiences and potential partners.

Influence and impact

- Explore employee engagement data to understand the context for internal communication, identify challenges and barriers and suggest actions for improvement.
- Develop and deliver the overall evaluation approach for internal and leadership communication, using relevant tools and guidance.
- Provide effective leadership to campus leaders and communicators on campus to realize internal and leadership communication campaigns and plans.

Required Qualifications

Education

- University degree in English, political science, public relations, marketing or a communications-related field.

Experience

- Three to five years of progressive experience providing internal communication support in a complex, fast-moving and diverse corporate environment is essential.
- Proven experience of working in an organization with a high-profile reputation, often in the media spotlight is an asset
- Experience developing established objectives into material for targeted communications and engagement activities across a range of different channels and media, including face-to-face engagement.
- Significant experience in writing, proofing and editing material (including speeches), and of presenting proposals and plans to senior/board level executives.
- Experience providing superior client service and an ability to change perceptions and align expectations, garnering engagement and collaboration with communication services

Knowledge/Skills/Abilities

- Thorough command of the technology associated with social media and the digital world (from the evolving social web to mobile tools and trends), sophisticated digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- Excellent written and verbal communication skills.
- 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, and funders.
- Ability to leverage interpersonal skills and industry expertise to provide outgoing and proactive communication support to clients, reacting quickly to changing circumstances, shifting priorities, and short deadlines
- Ability to network and collaborate with stakeholders at all levels of the organization, influencing and persuading when needed
- Expertise in strategic storytelling, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development and execution.
- Strong organizational skills and ability to effectively manage numerous projects and initiatives
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.

- Ability to make decisions and solve problems with good judgment and acute sensitivity to the political environment and to the reputation of the University.

Nature and Scope

- **Contacts:** This role will work with a wide range of campus stakeholders including members of Executive Council, and other senior administrators. Routinely they will work with other communicators in University Relations, faculties and academic support units, particularly Human Resources.
- **Level of Responsibility:** This position is accountable to the Associate Director, Internal and Leadership Communications but will make decisions about the content and tone of material shared with internal audiences.
- **Decision-Making Authority:** This position will routinely be involved in problem solving issues that affect the reputation of the University in conjunction with leaders in University Relations and across the senior administration.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment. This position requires outstanding customer service, sound judgment, a strong work ethic, calm demeanor, ability to work under very challenging time constraints, constant interruptions and competing priorities.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with management level responsibilities. Work outside the normal operating hours of the University can be expected in this role.