Job Description

Job Title:	Manager, Internal and Leadership Communications
Department:	University Communications
Reports To:	Director, Internal and Leadership Communications
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	December 2022

Primary Purpose

The Manager, Internal and Leadership Communications is responsible and accountable for identifying and delivering strategic internal communications content, used across multiple channels, to advance the University's internal and leadership communications strategy and support the University's institutional goals. The position will develop and implement a wide range of communications plans and products for internal audiences.

The incumbent will provide input and support to the development and implementation of University of Waterloo's internal and leadership communications strategy. Under the direction of the Director, Internal and Leadership Communications, the position 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 position is responsible for planning, evaluating, developing, and delivering consistent, measurable and creative internal communications of the highest quality to engage campus groups, which will further the reputation and strategic goals of the University.

The position covers a broad set of responsibilities requiring expertise in employee communications, storytelling, speechwriting and working knowledge of website best practices, social media, and digital marketing, as well as communications design, development and execution. The incumbent must be a highly skilled writer, with superior understanding of both traditional and new communication technologies, and a strategic thinker with deep experience.

Key Accountabilities

Implement communication plans

- Under the direction of the Director, Internal and Leadership Communications, but often working directly in support of senior leaders across the campus, support a pan-University internal and leadership communications strategy that reflects and supports the central goals of the University.
- Provide support and guidance to the Associate, Vice-President, Communications, and the Director, Internal and Leadership Communications and 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 coordinate all activity in internal communication plans, including deploying resources and managing risks.

- Contribute to the daily production of internal communication material including but not limited to the *Daily Bulletin,* mass emails, and the *Beyond the Bulletin* podcast.
- Act as moderator and lead point of contact for key change management communications platforms including institutional email accounts, in collaboration with University Communications colleagues to provide timely responses to information queries.
- Establish two-way and face-to-face communication channels to build employee engagement.
- Provide support and clarification to managers to ensure they are confident in delivering key messages and to strengthen the internal communication cascade.
- Ensure the most appropriate and cost-effective channels mix and maximize the potential of digital channels.
- Support the Emergency Communications Team in the delivery of the Emergency Response Plan as required.

Insights and understanding

- Evaluate data and metrics to optimize content creation and distribution across internal channels. Use data and metrics to improve the effectiveness of online content.
- Analyze and segment internal audiences to target communication effectively via social media, mass email and other channels as needed. Use segmentation and mapping techniques to identify target audiences and potential partners.
- 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.

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 to realize internal and leadership communication campaigns and plans.
- Work collaboratively across all units of University Communications and University Relations.
- Provide day-to-day leadership and guidance to communications colleagues across campus as required.

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

Experience

- 5+ 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 using web-based user interfaces to manage and maintain web content (e.g., web

content management system, social media accounts).
- Extensive 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.
- Proven ability in managing multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing priorities.
- Proven ability, extensive experience, and strong working knowledge and understanding of internal communications strategies within a highly complex institution and competitive marketplace.
- Excellent written and verbal communications skills. The incumbent must be a highly skilled writer and strategic thinker with superior understanding of digital communications technologies.
- 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.
- Demonstrated 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.
- Demonstrated ability to network, build consensus, and foster teamwork among a variety of 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 coupled with proven ability to effectively document work, handle multiple tasks, and excel in a fast-paced environment characterized by changing priorities and short deadlines.
- 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 work with other communicators in University Relations, faculties, and academic support units, particularly Human Resources.
- **Level of Responsibility:** This position is accountable to the 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 senior administration.
- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses. 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 communications management level responsibilities. Responsiveness is critical to the role. Work outside the normal operating hours of the University can be expected in this role.