

Job Description



Job Title:	Senior Communications Officer, Development
Department:	Dean of Mathematics
Reports To:	Associate Director, Advancement
Jobs Reporting:	None
Salary Grade:	USG 10
Effective Date:	December 2019

Primary Purpose

The Senior Communications Officer, Development is responsible for the creation and production of a variety of effective and compelling communications, in support of the Faculty of Mathematics' development goals. Key priorities include: setting communications strategy for Waterloo Mathematics' ambitious fundraising goals, and developing high value (\$1 million+) proposals to donors on behalf of the Dean, Director of Advancement, and senior Faculty administrators.

Key Accountabilities

Develops and implements integrated communications strategies to support the Faculty of Mathematics' fundraising goals

- Collaborates with the Dean, Director of Advancement, Associate Director of Development, and Associate Director of Advancement and senior academic leaders to recommend the most effective strategies and tactics to engage prospective and current donors in order to achieve annual fundraising targets.

Develops proposals, business plans, cases for support, leadership briefs and communication plans and strategies for the Faculty's (and the university's) most significant prospective donors.

- Participates in strategy discussions and debriefings following meetings with principal gift donors to capture information to be incorporated into correspondence, reports, proposals, etc.

Responsible for the development of highly customized communication pieces to cultivate prospective individual, corporate, and foundation donors and steward existing donors at the principal and major gifts level.

- Composes highly confidential print and email correspondence to donors on behalf of the Dean and Director, Advancement. This includes but is not limited to letters of thanks, invitation, solicitation, intent, award nomination/support, congratulation, and condolence.
- In collaboration with the Advancement team and Faculty units, creates or edits proposals and grant applications to solicit or compete for significant gifts.
- Creates customized stewardship reports to demonstrate appreciation and accountability to principal and major gifts donors.
- Develops mass print publications for select audiences, e.g., special event invitations, souvenir programs, etc.
- Writes remarks for the Dean and senior administrators who are speaking at high-profile donor events, such as building grand openings, receptions, retirement parties, etc.

Responsible for overall Mathematics fundraising communications and the creation of strategic content for multiple communication channels.

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- Responsible for all messaging and stories on the campaign website
- Supports the Faculty of Mathematics' fundraising campaign by researching, interviewing and writing compelling alumni, donor, faculty research, and industry partnership stories.

Other

- Provides direction to Creative Services and other writing, design, photography, and printing contractors with respect to the design and production of various publications.
- Works closely with the Communications Team in the Faculty of Mathematics to ensure consistency, accuracy, and excellence in quality of content across the Faculty.

**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

- Bachelor's degree in communications-based discipline (journalism or English)
- Master's degree preferred or equivalent combination of education and experience.

Experience

- Minimum 10 years of progressive writing/editing/business planning experience with a proven track record of creating accurate, compelling, persuasive, and attractive individual and corporate communications for specific audiences.
- Extensive interviewing, analytical and researching skills required.
- Experience in marketing planning and writing in highly technical industries and educational institutions.
- Strong digital communications experience and a strong understanding of brand building required.
- Experience in identifying and developing content appropriate for media and other communication vehicles.

Knowledge/Skills/Abilities

- Ability to understand the strategy, planning and goals of the university, the higher education sector, and to be able to translate this understanding into compelling and convincing communications and effective communications strategies for external audiences.
- Exceptional writing and editing (e.g., grammar, punctuation, vocabulary, formatting) abilities.
- Demonstrated ability to build collegial relationships based on trust and mutual respect, and work effectively to build consensus among people at all levels.
- Disciplined and organized approach to project planning and execution with exceptional attention to accuracy and detail.
- Proven ability to multi-task and to manage large volumes of work, with conflicting priorities and deadlines, in a fast-paced team environment.
- Must be an excellent communicator (oral and written) with strong interpersonal skills with the ability to build relationships with senior administrators, alumni, donors, and students, and work collaboratively with colleagues across campus.

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- Critical thinker and excellent analytical skills to enable assessment of complex higher education issues of concern to stakeholders, including the media, the public, prospective donors, and others.
- Comfortable in high profile networking environments where developing new relationships is expected.
- Resilient and able to excel in a fast-paced environment with changing priorities, ambiguity, and significant public scrutiny.
- Social media savvy with proven ability to develop and improve website content.
- Excellent computing skills and advanced experience with publishing, graphics, print production, electronic media, and Adobe Creative Suite.
- Advanced Word and PowerPoint and Excel skills.
- Familiarity with MS Outlook and Raiser's Edge would be considered an asset.

Nature and Scope

- **Contacts:** Interacts with colleagues at all levels across the Faculty to develop trust, rapport and promote collaboration. Demonstrates leadership and integrity when dealing with all internal and external stakeholders, with the goal of advancing the overall Faculty of Mathematics Advancement communications agenda. Must maintain productive internal and external working relationships with primary internal groups including Dean, faculty, students, alumni and staff within the Faculty of Mathematics. Internally interacts with colleagues across the university including, Office of Advancement, and Creative Services. Represents the direct interests of the Dean and the Faculty to internal and external audiences and creates content that reflects the values and reputation of the Faculty. Confident communications skills to interview researchers on technical elements of research work. Able to manage confidential information, and work independently or as part of a team. Able to work as part of a project team in a complex, fast-paced, and changing environment with numerous deadlines and priorities is essential. The incumbent serves as a professional and competent resource to the campus community at all levels.
- **Level of Responsibility:** Must be able to make informed decisions cognizant of broader accountability in a role representative of the university. Ability to take initiative where minimal direction is provided. Ability to inspire teammates to work towards a common strategic goal. Proactive in contributing ideas and solutions to the Associate Directors and other team members; provide direction, guidance and support to team members. Establishes goals in consultation with the Associate Director, Development and Alumni Affairs.
- **Decision-Making Authority:** Must be able to make informed decisions regarding suitability of language and appearance of communication pieces that represent the university, Dean of Mathematics and Senior Faculty administrators. Must be able to take initiative where minimal direction is provided and manage priorities and deadlines.
- **Physical and Sensory Demands:** Minimal demands typical of an administrative position operating within an office environment.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of an administrative position. Exposed to stress and pressure associated with working in close collaboration with the Faculty's senior administrators.