

Job Description

Job Title:	Director, Inclusive Communications
Department:	University Communications
Reports To:	Associate Vice-President, Communications
Jobs Reporting:	Inclusive Communications Manager (EDI-R) Inclusive Communications Manager (IR) Inclusive Communications and Engagement Specialist
Salary Grade:	USG 14
Effective Date:	December 2022

Primary Purpose

The Director, Inclusive Communications is responsible for leading, coordinating, and developing a wide range of communication strategies and products in support of the University's strategic objectives, specifically supporting the work of the Office of Equity, Diversity, Inclusion and Anti-racism, the Office of Indigenous Relations, the Sexual Violence Prevention and Response Office and other strategic communications at the University of Waterloo.

This role proactively and directly supports the three academic support units above whose work intersects with Indigenization and equity, diversity and inclusion. The Director is responsible for ensuring appropriate levels of support for each of the organizational units and maintaining continuity and support for other University strategic priorities.

The Director, Inclusive Communications uses anti-oppression, anti-racism, and decolonizing lenses to provide guidance to senior leaders at the University of Waterloo on all aspects of communication at Waterloo, providing support to the Associate Vice-President, Communications in leading the development of communicators across the organization to promote inclusion and equity.

Under the direction of the Associate Vice-President, Communications, and operating with a strong dotted-line relationship to the Associate Vice-President, Indigenous Relations and the Associate Vice-President, Equity, Diversity, Inclusion and Anti-racism, this role covers a broad set of responsibilities requiring expertise in employee and student communication, issues management, storytelling, speechwriting and working knowledge of website best practices, social media and digital marketing, as well as communications design, development and execution.

We encourage the applications from candidates who have been historically disadvantaged and marginalized, including applicants who identify as First Nations, Métis and/or Inuit, Black, racialized, a person with a disability, women and/or 2SLGBTQ+.

Key Accountabilities

Implement equity-informed communication plans

- Ensure the communication needs of the Office of the Associate Vice-President, Indigenous Relations and the Office of the Associate Vice-President, Equity, Diversity, Inclusion and Anti-racism, and the Sexual Violence Prevention and Response Office are met by developing and maintaining service-level agreements, strategic communication planning and execution.

Job Description



- Be the University-wide leader in creating communication products and plans that embed the principles of equity, diversity, inclusion, anti-racism, anti-oppression and decolonization, and provide advice and guidance to a wide range of communications.
- Ensure consistency of voice and message across all channels.
- Work with campus stakeholders to prepare messaging, communication products, speeches, reports, presentations and other materials in support of inclusive communication.
- Facilitate community engagement and consultation with a wide range of stakeholders.
- Manage and co-ordinate all activity in Inclusive Communications Team plans, including deploying resources and managing risks.
- Ensure the most appropriate and cost-effective channels mix and maximize the potential of digital channels.
- Support all lines of University Relations and University Communications work, as needed.

Insights and understanding

- Provide strategic communications advice to the Associate Vice-President, Communications, the Associate Vice-President, Indigenous Relations and the Associate Vice-President, Equity, Diversity, Inclusion and Anti-racism and other University leaders in resolving communications challenges and managing contentious and sensitive issues.
- Effectively capture, utilise and share insight and views from a wide range of stakeholders to ensure the University meets its strategic objectives and embed a strategic communication approach in the Offices of the Associate Vice-President, Indigenous Relations and the Associate Vice-President, Equity, Diversity, Inclusion and Anti-racism.
- Actively build and maintain a network of colleagues and contacts to achieve progress on objectives and shared interests.
- Analyze and segment internal and external audiences to target communication effectively.
- 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

- Provide leadership support and clarification to other communicators to ensure they are confident in delivering key messages and to strengthen the principles of equity, diversity, inclusion, anti-racism, anti-oppression and decolonization in University of Waterloo communications.
- Lead and promote collaboration amongst communicators across the University to challenge thinking with decolonization and equity, diversity and inclusion (EDI) lenses.
- Report on the evaluation of communication strategies to University leaders and make recommendations/share learning for future communication activities.
- Demonstrate a robust knowledge of internal communication best practices and provide recommendations to University leaders on communicating changes to achieve strategic objectives.
- Ensure tools, channels and processes are in place to deliver high-quality and creative internal communication that is effectively coordinated across the University.

**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

Job Description



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

Experience

- This position is prioritized to candidates who identify as Indigenous, Black or racialized, as lived experience with those identities is essential to implementing the key accountabilities of this role.
- Seven to ten years of progressive experience providing communication support in a complex, fast-moving and diverse corporate environment is essential.
- Experience working with issues supporting anti-racism, anti-oppression and decolonization in diverse communities is desirable.
- 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.
- 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.
- Experience in counseling C-Level leaders, political leaders, or boards on issues management and experience working with legal counsel in managing issues.
- Strong record of working in an organization with a high-profile reputation, often in the media spotlight.
- Experience of working with senior executives and leaders and demonstrating advanced influencing and negotiation skills.
- Experience leading, line managing and developing teams of professional staff and of balancing conflicting and pressing demands.
- Experience of developing organizational objectives into material for targeted communications and engagement activities across a range of different channels and media, including face-to-face engagement.
- Experience of working with people with no direct or negative experience of 'professional' communications and ensuring their expectations/input/requirements from communication are effectively aligned and managed.
- Evidence of a highly collaborative style and an ability to react quickly to changing circumstances.

Knowledge/Skills/Abilities

- Demonstrated knowledge of and sensitivity to key systemic issues and challenges facing racialized communities, particularly in post-secondary education settings.
- 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.
- Specialized training and experience in anti-oppression, anti-racism, confronting anti-Black racism, discrimination, and decolonizing practices is desirable.
- 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

Job Description



- 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.
- Working knowledge of the Ontario Human Rights Code, the Accessibility for Ontarians with Disabilities Act, and other relevant legislation.

Nature and Scope

- **Contacts:** This role will work with all members of the Office of Indigenous Relations, the Office of Equity, Diversity, Inclusion and Anti-racism, and with a wide range of campus stakeholders including the President, Provost, Vice-Presidents, members of Executive Council, and other senior administrators. Routinely they will work with other communicators in University Relations, faculties and academic support units.
- **Level of Responsibility:** This position is accountable to Associate Vice-President, Communications but will make decisions about the content and tone of material shared with 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, as required.