

Job Description

Job Title:	Senior Manager, Integrated Communications
Department:	University Communications
Reports To:	Director, Integrated Communications
Jobs Reporting:	Manager, Integrated Communications Specialist, Integrated Communications
Salary Grade:	USG 12
Effective Date:	November 2022

Primary Purpose

The Senior Manager, Integrated Communications is a leading member of a fast-paced team of integrated communications and marketing professionals.

Under the direction of the Director, Integrated Communications, this position line manages a small team and is responsible for leading ad-hoc teams that deliver strategic institutional communications content, used across multiple channels to advance the University's image, profile and reputation with local, national and global audiences.

The Senior Manager, Integrated Communications enhances strategic collaborations with campus communicators and key stakeholders. This position oversees the development and execution of the communication plans and programs to support University strategic initiatives and activities, including signature events, news and publications. The Senior Manager is responsible for providing leadership and coordination of a wide range of communication strategies and plans covering many parts of the University community.

The Senior Manager is responsible for key leadership and management functions of content planning including overseeing campus communication intake, communication strategy activation of campus-wide initiatives and organic story promotion to maximize reach and penetration with intended audiences. The position will support the Director, Integrated Communications with developing institutional materials to support senior leaders and communicators at the University.

Helping to lead the Integrated Communications team, the Senior Manager will be a storyteller, editor and strategic thinker providing leadership and guidance to colleagues across campus on content creation, management and promotion.

The incumbent will provide leadership to campus communicators and external vendors who contribute to the University's program of brand journalism and content marketing.

Key Accountabilities

Strategic communications planning

- Oversee University Relations communication intake, working with University Communications leadership to ensure communication needs of campus stakeholders are considered and supported and shared with University Relations' teams so content and news is properly disseminated and amplified.

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- Collaborate with University leaders, faculty members and campus communicators to identify and promote research, community members and activities relevant to the University's strategic goals.
- Lead the development of strategies to maximize the use and effectiveness of communications channels, vehicles and products.
- Support the Director, Integrated Communications with oversight of University Relations editorial calendar, communications resources, publications and web pages.
- Develop multi-stakeholder communications plans to support significant initiatives, content or events. Make recommendations on innovative approaches to amplify stories, publications using emerging technologies and stakeholder networks.
- Champions University Relations' communications intake process, editorial calendar, key messages, available resources and channels with campus stakeholders.
- Defines channel strategies to meet University Relations' overall communications objectives.
- Use understanding of the strengths and weaknesses of different media and their relative roles in communication planning and campaigns.

Implement communications plans

- Under the direction of the Director, Integrated Communications and working with others across campus, oversee, develop and support a pan-University communications plan that reflects and supports the central goals of the University.
- Represent Waterloo's voice and position in communication material and facilitate conversations that enhance Waterloo's reputation and are of value to key local, national and international audiences and stakeholders.
- Oversee the creation of multimedia content for the University's websites, social media channels and a suite of central institutional print and digital collateral used to advance the University of Waterloo's reputation.
- Conduct research, interviews to write, edit and fact-check a variety of communication materials.
- Ensures consistency, accuracy and excellence in quality and content of messaging for UWaterloo content, maintains brand standards and meets current best practices for University communications — including diversity, equity, inclusive language and accessibility.
- Support the Emergency Communication Team in delivering the Emergency Response Plan as required.
- Perform other duties of a comparable level/type as assigned.
- Participate in the administration of specific department-wide responsibilities and other general and specific duties as may from time to time be determined.

Insights and understanding

- Continuously monitor the effectiveness of delivery of communications plans across different projects and evolve plans as necessary.
- Use data and metrics to improve the effectiveness of online content. Set clear, actionable and measurable objectives for communications plans and ensure evaluation takes place.
- Actively seeks input from a diverse range of people, including University Relations and campus partners, and look for opportunities to align work with University Relations colleagues to maximize brand exposure.
- Conduct environmental scans to identify new approaches and assess new technologies to deliver content in new and innovative ways.
- Regularly review team processes and identify opportunities to maximize efficiencies and increase engagement.
- Strategically evaluate research discoveries to determine the most strategic and engaging approach to creating multimedia content that will be used across the University's communication channels.

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- Provide updates and recommendations to the Associate Vice-President, Communications and Director, Integrated Communications to ensure communication plans are on target to deliver on objectives.

Influence and impact

- Establishes and maintains relationships with relevant campus stakeholders to ensure integration and alignment of content, and to actively encourage ideas from a range of sources and stakeholders and use these to inform thinking of communication planning and delivery.
- Champion University Relations' guidelines: writing style, inclusive language and brand.
- Identify opportunities to engage and strengthen relations with stakeholders across campus.
- Contribute to the development and promotion of University key messages.
- Manage and coordinate University Communications relationships with contractors and external consultants who provide support to University Communications programs.
- Support the development and delivery of professional development and training programs designed to raise proficiency in communications across campus. Identify and create tools (e.g., copy decks/content templates; sample content; glossary of terms) to support content creators across campus.
- Manage vendor services to support program needs; identify and manage the outsourcing demands of University Communications; ensure consistent top quality of vendor deliverables for the University.
- Work collaboratively across all units of University Relations.

Leading and managing people

- Provides leadership to and manages a small team including hiring, managing performance, and supporting staff.
- Provide day-to-day leadership and guidance to colleagues across campus as required.
- Provides input into the annual team budget and work plan.

**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

- Degree in communications, journalism, public relations or related field.

Experience

- At least 8 years of experience in a marketing or communications environment.
- Experience line managing people and teams.
- Experience with developing and managing strategies, project management, program planning and successful delivery of initiatives.
- Experience at delivering communications that consider accessibility, diversity, equity and inclusion.
- Proven experience 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 working in a highly complex organization with multi-stakeholders.
- Demonstrable track record of leading, line managing and developing teams of professional staff and of balancing conflicting and pressing demands.

- 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.
- Significant experience in writing, proofing and editing material (including speeches), and of presenting proposals and plans to senior/board level executives.
- Evidence of being a persuasive and dynamic team member with highly developed communication and interpersonal skills, who is outgoing and comfortable with networking, influencing and persuading at the highest level.
- Proven ability, extensive experience, and strong working knowledge and understanding of integrated communications strategies within a highly complex institution and competitive marketplace.

Knowledge/Skills/Abilities

- Demonstrated experience in analytical tools and techniques to identify key online influencers and links between partner groups to better target digital communication.
- A deep understanding of the digital landscape and emerging trends and demonstrated ability to use this knowledge to lead the content development strategy and to identify and develop digital channels.
- Demonstrated ability to network and build effective working relationships with senior leaders, stakeholders, partners, and peers.
- Confident and able to present in formal, informal and public settings.
- Proven ability in managing multiple-source projects requiring attention to accuracy, consistency, and the ability to work with many different people with competing priorities.
- Excellent editing skills. Extensive interviewing and researching skills.
- Exceptional consultation, negotiation and mediation skills to communicate project deliverables, resolve conflicts and develop and sustain effective working relationships.
- The incumbent must be a highly skilled writer and a strategic thinker with superior understanding of digital communication technologies.
- The role covers a broad set of responsibilities requiring 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 build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Excellent written and oral communication skills, including the ability to translate technical concepts into simple language or visual schematics in order to facilitate understanding among campus colleagues and leaders.
- Thorough command of the technologies associated with communications, sophisticated client service and digital communications skills, and high level of energy and passion with respect to this area of rapid change and innovation.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Flexibility to adapt to unexpected and time sensitive demands.
- People management and leadership skills with demonstrated ability to develop and support a professional, service and continuous improvement focused workplace culture.
- Ability to think and act strategically, creatively and dynamically.
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.

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- Ability to deal professionally with tension and conflicts.
- Must be confident, organized and an accomplished problem solver.
- Ability to make decisions with good judgment and with acute sensitivity to the political environment and to the reputation of the University.

Nature and Scope

- **Contacts:** Interacts with colleagues at all levels across the University 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 University communications agenda.

- **Level of Responsibility:** Requires a deep understanding of the issues facing the post-secondary education sector and the ability to interpret these factors into insightful communications in support of senior leaders and the University.

Engage in communications of highest quality, which reflect and directly impact the reputation of the University in local, national and international spheres.

The incumbent must be a communications professional with experience in producing diverse publications and other communication deliverables (print, web, and digital) with simultaneous or overlapping deadlines, in a fast-paced environment.

The incumbent must have considerable grasp of current communication best practices and is expected to identify new opportunities for effectively reaching Waterloo's many target audiences through new communication vehicles and channels.

- **Decision-Making Authority:** Responsible for meeting critical project milestones and deadlines. This position will independently make decisions on the selection and management of vendors. This position may independently lead a project or lead a team.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment. This position requires regular mental and visual concentration while working on the computer, writing and reviewing documents for details and accuracy. Visual strain may result from these activities. Listening concentration is often required to respond to requests for information.
- **Working Environment:** Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with project management level responsibilities. Responsiveness is critical to the role. Intermittent work outside the normal operating hours of the University can be expected.