

Job Description

Job Title:	Inclusive Communications Manager, Equity, Diversity, Inclusion and Anti-Racism (EDI-R)
Department:	University Communications
Reports To:	Director, Inclusive Communications
Jobs Reporting:	None
Salary Grade:	USG 11
Effective Date:	December 2022

Primary Purpose

The Inclusive Communications Manager (EDI-R) is responsible for writing and developing a wide range of communication products in support of the University's strategic objectives, specifically supporting the Office of Equity, Diversity, Inclusion and Anti-racism and other strategic communications at the University of Waterloo.

Working day-to-day in support of the team in the Office of Equity, Diversity, Inclusion and Anti-racism, the role uses anti-oppression, anti-racism, and decolonizing lenses to provide guidance to senior leaders at the University of Waterloo on communications at Waterloo. They use these lenses to develop communications to promote, deliver and facilitate anti-racist, anti-oppression, and equity-focused communications solutions and plans.

Under the direction of the Director, Inclusive Communications, this role delivers and coordinates communications for the Office of Equity, Diversity, Inclusion and Anti-racism and supports all equity- and anti-racism related communications and issues across multiple areas of the University. The role covers a broad set of responsibilities requiring expertise in employee and student communication, 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

- Provide leadership in creating communication products and plans that embed the principles of equity, diversity, inclusion, anti-racism, anti-oppression, and decolonization.
- Research and develop strategic communication strategies and plans to support the work of the Office of Equity, Diversity, Inclusion and Anti-racism and University Relations.
- 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 Office of Equity, Diversity, Inclusion and Anti-racism communication plans, including deploying resources and managing risks.

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- 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 colleagues in resolving communications challenges and managing contentious and sensitive issues.
- Analyze and segment internal 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 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.
- Promotes collaboration amongst communicators across the University to challenge thinking with an equity, diversity, and inclusion (EDI) lens.
- Develop and deliver evaluation approaches for communications, using relevant tools and guidance.

**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

- This position is prioritized to candidates who identify as Indigenous, Black, or racialized, as lived experience and expertise with those identities is essential to implementing the key accountabilities of this role.
- 5+ 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 of working with executives and leaders and demonstrating advanced influencing and negotiation skills.
- 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.

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- 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
- 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 Anti-Racism Act, 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 Equity, Diversity, Inclusion and Anti-racism, the Office of Indigenous Relations 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 Director, Inclusive 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.

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- **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.