

Job Posting

Job ID: 28866
Location: Vancouver - Point Grey Campus
Employment Group: Management&Professional (AAPS)
Job Category: Information Services
Classification Title: Information Services, Level C
Business Title: Senior Manager, Communications
VP/Faculty: Faculty of Education
Department: Education, Dean's Office
Salary Range: \$69,553.00 (minimum) - \$83,497.00 (midpoint) - \$100,200.00 (maximum)
Full/Part Time: Full-Time
Desired Start Date: 03/05/2018 **Ongoing:** Yes
Funding Type: Budget Funded
Closing Date: 02/08/2018 **Available Openings:** 1

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Guiding principle: "Midpoint" of the hiring salary range means the individual possesses full job knowledge, qualifications and experience.

Job Summary

The Senior Manager, Communications is responsible for developing, implementing and evaluating a wide variety of media, public relations and other communications strategies designed to enhance the image and reputation of the UBC Faculty of Education and its initiatives, programs and research locally, nationally and internationally.

Organizational Status

Reports directly to the Dean of Education. Provides guidance to and collaborates closely with the unit-level communicators to implement Faculty-wide communications strategies and coordinates communications activities with the Faculty. Liaises with other Faculties and other central units to promote the Faculty. Maintains a close working relationship with UBC Public Affairs, Communications and Marketing, Development and Alumni Engagement, and Government Relations, and with journalists working for radio, television and the print media regionally, nationally and internationally to garner media attention and coordinate key messages. This position is a key communicator between the Faculty of Education (including the Dean's Office and departments/units) and external organizations such as government, media, industry and the wider community in general.

Work Performed

1. Conceptualizes, develops, implements and evaluates Faculty-wide communications strategies, plans and protocols to advance the Faculty's strategic goals. This requires a thorough understanding of the Faculty's vision and priorities, which can be distilled into effective communications practices.
2. Develops a branding strategy that promotes a strong profile of the Faculty of Education. Increases awareness of our programs, research achievements and growing impact on the community at the local, national and international levels.
3. Responsible for issues management and crisis communication planning. Advises the Faculty of how best to respond to serious or complex issues. Anticipates potential communication challenges and in the event of a crisis, ensures all communications are appropriate and timely.

4. Acts as a key liaison between the Faculty of Education and external organizations such as government, media, industry and the wider community in general. Responds to media inquiries.
5. Provides recommendation on the development of key messages, audience identification, strategic approaches and evaluation measures for internal and external communications functions. Initiates evidence-based changes in the portfolio.
6. Provides guidance to unit-level communicators; nurtures and leads Faculty-wide and cross-unit collaboration in implementing communications strategies and carrying out communications activities/campaigns.
7. Produces and oversees media and communications campaigns and publications to support the Faculty's recruitment goals.
8. Strategizes the development and management of the Faculty of Education website to increase traffic from our target audience.
9. Responsible for the ongoing development, content planning and generation for Faculty communications vehicles including but not limited to: Faculty website, annual reports, electronic newsletters, researcher profiles, media releases and digital signage. Ensures quality, frequency and alignment with the Faculty's strategic goals.
10. Manages the Faculty's print, web, multimedia communication services; oversees the design, production and distribution of communications materials.
11. Identifies and responds to emerging opportunities to profile the Faculty of Education and its programs. Analyses media coverage and media trends.
12. Collaborates extensively and closely with UBC Public Affairs, UBC Communications and Marketing, UBC Development and Alumni Engagement, and UBC Government Relations to maximize the promotion of the Faculty of Education across internal and external media.
13. Provides consultations regarding graphic design (print and digital), photography, copywriting and editing. Advises on the use of social media and networking components of communications and outreach strategies in support of the Faculty activities.
14. Oversees the annual communications budget, projecting and monitoring financial results.
15. Other related duties as directed.

Supervision Received

The position reports to the Dean and operates with considerable autonomy in designing and implementing strategies, priorities, and goals, and coordinating communications programs and initiatives.

Supervision Given

The position directly supervises the communications staff in the Dean's Office which includes CUPE 2950 and M&P staff.

Consequence of Error/Judgement

The performance for this position has a major impact on how students, alumni, journalists, community partners, university administrators and other stakeholders perceive the Faculty of Education. The position exercises considerable judgement and makes responsible decisions in determining the content of various publications and the preparation of articles and news releases. The quality, ethics, integrity and accuracy of communications materials produced by this position are critical to the promotion of the Faculty of Education. Given the wide distribution of these materials throughout the University and across the country, inappropriate or inaccurate statements may seriously affect the image and reputation of individuals or the Faculty and the University as a whole. Inappropriate, ineffective or poor messaging in communications content could result in loss of students, lower quality of faculty recruitment, poor fundraising or negative perception of the University's academic record.

Qualifications

Undergraduate degree in a relevant discipline. University degree (Master's degree preferred) in Communications, Journalism or other relevant discipline. Formal training in both educational research and communications an asset. Knowledge of research methods an asset. Minimum of six years experience or communications services or the equivalent combination of education and experience. Previous experience in communications, public and media relations, journalism and/or marketing is required. Experience developing and implementing communications strategies, including print, digital and social media to meet needs of a diverse set of stakeholders and experience gathering and drafting reader-worthy content in complex environments are highly desirable. - Ability to assimilate materials from a wide variety of sources and assemble them in a coherent fashion; - Superior writing, editing, and design skills, and advanced computer skills. - Effective oral and written communication, interpersonal, editing, presentation, public relations, leadership and motivational skills; - Ability to exercise confidentiality, tact and discretion in dealing with various levels of senior administration and external agencies;

- Ability to work well with others, demonstrate effective intercultural communication skills and sensitivities, and deal professionally and diplomatically with media, faculty, staff, students and the general public.
- Accuracy and attention to detail;
- Ability to work under pressure and to prioritize to meet deadlines
- Ability to conceptualize and direct production of digital media and social media campaigns;
- Ability to effectively resolve client complaints in a calm, non-confrontational manner, and by exercising sound judgment;
- Ability to mentor and coach staff, and act as a resource.

Equity and diversity are essential to academic excellence. An open and diverse community fosters the inclusion of voices that have been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

All qualified candidates are encouraged to apply; however Canadians and permanent residents will be given priority.