THE UNIVERSITY OF PRINCE EDWARD ISLAND

POSITION DESCRIPTION

BUSINESS TITLE: Director of Marketing and Communications
EMPLOYMENT GROUP: Administrative Executive
JOB FAMILY: Communications
VP/FACULTY: President
DEPARTMENT: President

JOB SUMMARY

The Director, Marketing and Communications is responsible for setting the vision, strategy and long-term management approach for communications at the University of Prince Edward Island. He or she:

- Provides leadership for the development and execution of a comprehensive strategic communications and marketing plan to enhance the University's leadership position, reputation and brand.
- Manages the University's earned and owned media strategy with a focus on issues management, content development and delivery of university information, news and accomplishments in support of institutional priorities.
- Working in close coordination with Senior Leadership and colleagues across the university, s/he will serve as a member of the leadership team focused on driving awareness and engagement to enhance UPEI's capacity to communicate its vision, strengths and achievements nationally and internationally.

ORGANIZATIONAL STATUS

The Director Communications and Marketing reports to the President of University of Prince Edward Island and is a member of the university's Executive Management Team. He or she is accountable to:

- The Vice President Administration and Finance for budgetary control and prudence.
- The Vice President Academic and Vice President Research for delivery of information and tools that enhance UPEI's position academically with emphasis on recruitment and retention.
- To the internal and external audiences using various communication techniques to inform the campus and beyond of new accomplishments, new discoveries, events while ensuring Brand Management is maintained.
- Deans, Directors, Managers for communications and marketing service delivery that advances new developments in their respective areas while ensuring communication initiatives are managed in coordination with the communications strategic plan.
- The faculty, staff and students of UPEI for effective enablement of their work through various physical and virtual communications tools.

WORK PERFORMED

1. Develops, implements and evaluates a strategic communications and marketing plan for the next 5 years that focuses on milestones as delineated in the University Strategic plan and expanded brand initiatives. Clear goals and metrics will be established that addresses a variety of audiences and ensures brand recognition on multiple platforms.
2. Manages key issues related to media relations and crisis management and assumes the role of spokesperson for the university. With overarching responsibility for championing university communications, the Director of Marketing & Communications will align communications to support key strategies including International, community relations, government relations. recruitment and retention, community engagement and research.
3. Directs, analyzes and recommends market research which may include audience analysis and survey development to constantly monitor and measure marketing results to ensure that marketing goals and targets are achieved.
4. Develops multiple tools and tactics of earned and owned media to heighten the recognition of the University of Prince Edward Island. Enhances and grows brand recognition that results in a greater voice and position in the national and international academic stage.
5. Directs the University's web presence from a communication and reputation management perspective. Ensures web tools are consistently managed and leading edge to engage the perspective student body nationally and internationally. Leads the design and production of specialty publications and communications and marketing tools utilizing the University communications team as well as external agencies.
6. Oversees the communications and marketing department spending and owns the budgeting process. Is responsible for delivering communication and marketing services within established budgets and expected to see value-opportunities to reduce spending or increase value at all times.
7. In discussion with the community and leadership establishes and maintains communications and marketing brand governance that is capable of guiding the ongoing evolution of information through community input, balanced evaluation of options and consensus-based directions.
8. Develops and oversees a range of materials in support of executive visibility focusing on presentations, speeches, leadership activities. Develops and manages the University event and visibility calendar for selected executives ensuring coordination with Advancement staff to support university engagement and advancement goals.
9. Reviews best practices and maintains a breadth of knowledge about current trends, emerging issues and opportunities in higher education and industry that inform future communication and marketing strategies.
10. Builds and develops a communications and marketing unit that can meet the service expectations of the community with sufficient skills and capacity, and which is stable in terms of successorship and skill redundancy. Constantly seeks to develop the university's communication team of professionals, grow individuals and provide a work place that is rated as outstanding by members of the profession.
11. Identifies a strategic set of vendor\partner\institution relationships to enhance the internal workforce, drive down commodity costs and take advantage of co-branding opportunities.
12. Provides regular updates on communication and marketing effectiveness and implementation of the strategy to Senior Leadership, the Executive and the Board of Governors as required.
13. Other duties as assigned.

CONSEQUENCE OF ERROR

This position requires vision, judgement and diplomacy to a very high degree. Failure to deliver and implement a communications and marketing strategy with associated goals and milestones will prevent the university from achieving growth, greater reputational recognition and competitiveness among other academic institutions. Failure to manage messaging and crisis communications could result in reputational damage thus possibly preventing the university from achieving its academic and research objectives, and significantly impede its objectives as a community partner.

SUPERVISION RECEIVED

This position works independently under the direction of the President. May receive direction from the UPEI Board of Governors and from Senate.

SUPERVISION GIVEN

Directly supervises a communications team which consists of professional and support staff.

QUALIFICATIONS

1. Undergraduate degree in a relevant discipline and a minimum of 10 years of related experience in strategic communications, issues management and media relations in a complex organization or an equivalent combination of education, training and experience.
2. Proven track record of leadership of communications and marketing including measurable results.
3. Proven ability dealing with crisis communications and issues management as part of a strategy that maintains reputation and brand development.
4. Demonstrated relationships with national and international media which includes relationship building for traditional and new media platforms.
5. Effective organizational, problem-solving, planning and analytical skills.
6. Superior communication skills, demonstrated in complex work environments, with a proven ability to hold dialogues with a wide variety of stakeholders on their terms, a proven ability to listen to needs and concerns and to build confidence through follow-up actions.
7. Demonstrated ability to present to and converse with senior stakeholders, including frequent discussions with the Board of Governors of an organisation.
8. Demonstrated ability and experience to work effectively with representatives from both the public and private sectors in the most senior positions.
9. Excellent leadership and supervisory skills.
10. Excellent analytical reasoning, organizational, conflict resolution and negotiation skills
11. Proficient in the use of current communication and marketing applications, systems and tools.