The Director, Marketing & Communications provides strategic leadership in the communication and marketing activities for the Faculty of Arts and Social Sciences (FASS). The Director is responsible for the development, implementation, and management of the Faculty’s internal and external communication strategies and plans to keep a multi-campus Faculty informed and connected. The Director manages and oversees the design, development and content of the Faculty’s advertising and promotion for community engagement and public events, online and print communications, media and public relations activities and provides expert advice and support to individual units in the Faculty.

DUTIES AND RESPONSIBILITIES

1. **Provides leadership in developing and implementing a communications strategy by:**
   - developing a five-year communications plan with related strategies (e.g. print, digital and social media communications activities) for internal and external audiences in order to enhance the Faculty’s profile and communicate the value of an arts and social sciences degree.
   - developing ideas and strategies to improve awareness and the reputation of FASS’ excellence in teaching, research and service.
   - developing best practices and standards to ensure consistent communication and messaging concerning teaching, experiential learning, research and community engagement in FASS are delivered to relevant departments, stakeholders and committees.
   - identifying gaps in communication services and providing solutions by producing materials, organizing seminars and/or workshops as needed, including liaising with other units (e.g., the Teaching and Learning Centre, University Communications, Library, KEY Big Data Hub).
   - developing and managing the budget for communication and marketing related activities in the annual FASS budget cycle.
   - advising on designing interactive and effective community engagement on public issues to showcase the relevance of research and teaching in FASS and clarifying knowledge advancement goals for engagement.

2. **Oversees the development of online and print communications by:**
   - managing, overseeing, and implementing the Faculty’s overall web presence and print communication materials (e.g. promotional material, website, social media) for ongoing and special activities.
   - collaborating with University Communications to develop effective communication strategies for print, web, and social media.
   - overseeing the development and distribution of stories, features, reports, and news releases, and ensures the University’s branding and communication standards are adhered.
   - identifying, researching and developing story ideas, news articles and media releases promoting notable achievements, events and activities pertaining to graduate and undergraduate students, Faculty research and research networks and Centres, and FASS programs, departments and services.

3. **Provides support and expertise to departments by:**
   - advising on strategic marketing plans (e.g., recruitment) and researching external and internal marketing trends.
   - managing, overseeing, and implementing individual departmental web and print communication material, and other related work.
   - assisting the Dean, Associate Deans and Managers in content development including writing, website information architecture, photography, illustration, content research, audio/video capture, editing, and database programming.
   - monitoring and keeping abreast of communications activities in departments and units.
   - advising and providing solutions in the overall design, development and maintenance of their websites.
   - providing technical support services related to online communications.
   - designing and delivering communications training, support, tutorials and workshops for staff and faculty.
   - conducting research and analyzing and preparing reports on the effectiveness, reach and frequency of
communication outreach efforts, including web analytics.

- writing, editing and producing speeches or presentation notes for the Dean/or Senior administrators as required.
- maintaining technical skill currency in new communication media.

4. **Provides leadership to staff by:**
- establishing roles and responsibilities, developing and implementing training plans, promoting professional development, evaluating performance, preparing and maintaining job descriptions and making hiring decisions.
- orienting new staff, identifying training and development needs and setting expectations and goals.
- ensuring that succession planning and cross-training is in place to maintain a continuity of service.

**IMPACT OF DECISION MAKING**

The Director, Marketing & Communications is responsible for:

- decisions regarding best practices on communication strategies and policies for the Faculty and/or individual units, in conjunction with senior administration of the Dean’s office and/or Chair/Director of department/program.
- approving all communication content for print, web, social and other media communications.
- determining appropriate communications strategies and performance metrics to recommend to the Dean’s senior management team to ensure that timely and effective action is taken with respect to Faculty communication priorities and enacting them.
- decisions to determine appropriate titling, advertising and promotion and other supportive creative for community engagement, and approval of budgets for such purpose.

**RELATIONSHIPS**

Sets objectives necessary for obtaining feedback and assistance. Maintains effective communications. Shares ideas, issues and opportunities with members of personal network. Seeks referrals from others with relevant expertise and influence. Attends and maintains relationships with relevant formal and informal professional groups and organizations.

**Supervisory**

Supervises staff by providing guidance and mentorship, ensuring the appropriateness and currency of job responsibilities, initiating recruitment for temporary and continuing staff, hiring staff, providing or directing the provision of training, evaluating performance, approving leaves and training and development, responding to grievances and approving leaves of absence.

Direct Reports: up to 2
Indirect Reports: up to 2

**Primary Working Relationships**

Works closely with the Dean, Associate Deans, Director, Finance, department Directors and Chairs, and University Communications.
Represents the faculty on university committees and participates and provides leadership on committees such Dean’s Communications Planning Group, the Deans Advisory Group, and Departmental Communication Officers.

**QUALIFICATIONS**

Master’s degree in Communications or Marketing and five years of related experience in communications and media, or an equivalent combination of education, training, and experience.
Excellent knowledge of marketing and communications strategies, principles and practices.
Excellent knowledge of standard office applications, content management systems, graphic design software, social media and performance tools, video production and desktop publishing applications (e.g., Photoshop, AEM, Google Analytics).
Excellent communication skills including writing, copy editing and layout skills.
Excellent administrative, project management, teamwork, planning, and organizational skills.
Excellent leadership, intercultural and conflict resolution skills.
Ability to conceive, design, research, write, and develop stories, features, reports, newsletters, and brochures and other written and graphic communications.
Ability to conceptualize, develop, and manage strategic creative projects within timelines.
Ability to develop and maintain effective working relationships with internal and external contacts.

Initial Effective Date: July 18, 2017
Latest Revision Date: July 18, 2017
Ability to establish priorities and to work on a number of different initiatives concurrently.
Ability to use, edit and publish digital photography and videography.
Ability to exercise mature judgment, tact and diplomacy.
Ability to work in a highly demanding and fast-paced environment.
Ability to develop relationships and partnerships and to work collaboratively at all levels and areas within the organization.
Ability to arrange suitable transportation to various work locations.