The Director, Student Experience Communications leads strategies for the Student Experience Initiative (SEI) in collaboration with University Communications and Marketing, Student Services, Faculties and the SEI Working Groups. The Director develops campaigns and implements strategic communications plans, policies, guidelines and platforms to improve the student experience.

**DUTIES AND RESPONSIBILITIES**

1. **Leads the development and implementation of student communication strategies by:**
   - consulting with senior administrative staff and key internal and external constituents to ensure project timelines and budgets are met.
   - developing an integrated communications strategy for student communication that aligns with the SEI core mission, strategic plan and priorities.
   - managing and overseeing the development and implementation of new content strategies and communications channels (e.g. social media, apps, websites), including the relevant policies, guidelines and content strategies.
   - ensuring all communications and engagement activities are integrated, connected, aligned across channels, reflect the University’s brand and character and are driven by the needs of students.
   - managing the ongoing evaluation of communication strategies to ensure projects and strategies are in line with professional best practices, and refining strategies or evolving plans as required to meet the needs of students.
   - developing communications strategies that are innovative in approach, foster a culture of open and meaningful engagement with students and that meet or exceed professional trends and best practices.
   - engaging and involving student groups in planning and execution of campaigns and events
   - providing organizational, promotional and creative support for student experience events.
   - managing project budgets.
   - liaising and managing vendor relationships.
   - coordinating and overseeing the work of temporary staff, volunteers, co-op students, interns, and work study students. Provides orientation/training and allocates/prioritizes work assignments.

2. **Advises on strategic communications for the student experience by:**
   - collaborating with staff and key stakeholders across departments and faculties to foster University wide engagement and understanding of student communication to further the goals and objectives in the SEI.
   - increasing and strengthening the level of student engagement across campuses, supporting goals of student engagement satisfaction and retention that contribute to and build upon SFU’s reputation.
   - creating and developing facilitated sessions with cross-functional groups to engage and ensure that staff are informed of their role in student experience
   - presenting to senior leadership (Board of Governors, Senate, VPs, Deans) with proven ability to effectively manage questions and input
   - providing strategic communications advice and support for the organizational changes that will take place as a result of the SEI (e.g., change management communications strategies).

**IMPACT OF DECISION MAKING**

The Director, Student Experience Communications is responsible for:

- decisions regarding the development of strategies, materials, promotions, and implementation methods that support the SEI and student communication initiative;
- identifying more efficient ways of solving problems and implement new solutions
- development of communications and marketing concepts and approaches;
- devising appropriate responses to public relations issues;
• constitution of cross-functional teams and project management processes and techniques to achieve desired outcomes.

RELATIONSHIPS
Sets objectives necessary for obtaining feedback and assistance. Maintains effective communication. 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
  No direct reports.

QUALIFICATIONS
Bachelor’s degree in Communications or Marketing and seven years of related experience developing strategic communications for a large, complex organization leading teams and managing projects, or an equivalent level of education, training and experience.
Excellent knowledge of strategic communications, brand and marketing theory and practice.
Excellent knowledge of client service management and trusted advisor principles.
Excellent knowledge of employee engagement and organizational development best practices.
Excellent communication, presentation, facilitation and interpersonal skills with the ability to build relationships and maintain rapport with stakeholders.
Excellent leadership, coaching and team building skills.
Excellent strategic planning, project management and organizational skills.
Excellent analytical reasoning and critical thinking skills.
Ability to work in a fast-paced environment and prioritizes multiple and concurrent projects effectively.
Ability to exercise initiative, discretion, diplomacy and tact.
Ability to establish goals and plans to achieve strategic targets
Proficient in use of standard office applications, communications applications, systems and tools (e.g., MS Office, Asana, Slack).
Ability to arrange suitable transportation to various work locations.