

Classification:	Administrator
Original Date:	October 2015
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Pay Group:	12

DIRECTOR, COMMUNICATIONS JOB DESCRIPTION

NATURE AND SCOPE OF WORK

The Director, Communications leads the strategy and implementation of initiatives to support the understanding of Capilano University's unique role, purpose, mission, and mandate as part of the *Envisioning 2030* plan. The director seeks and leverages opportunities to build the reputation and ongoing awareness of the role of Capilano University.

This position reports to the vice-president, university relations, and oversees the work of the University's internal and external communications, media, and public and government relations. A trusted advisor, the director provides communications leadership and guidance to executives, senior leaders, and other members of the CapU community in responding to risks, opportunities, crisis, and sensitive issues. The director is responsible for developing communication strategies that have a university-wide audience and impact, while maintaining a strong awareness of media and public events and perception, government priorities, and public policy. In this role, the director also serves as a conduit between the University administration and, with the support of the manager, public affairs, and government.

The director works collaboratively with key departments to ensure prominent initiatives and outreach align with and support the integrity of Capilano University's reputation. In this capacity, the director works with the director, marketing & digital experience to ensure the University's voice aligns with and supports the brand.

A career communicator able to leverage a wide range of tools and techniques for outreach, the director engages in consultation with key members of the University community to enhance understanding of the goals, successes, risks, challenges and rewards of the CapU experience.

This position requires flexibility to respond to issues and needs outside of regular working hours as needed.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Develops strategic communication plans to proactively distinguish Capilano University as an exceptional post-secondary learning environment.
- Oversees the release of timely, accurate information to ensure members of the CapU community have the information they need to engage with the University in meaningful ways.
- Directs an exceptional team of communications professionals in the planning, design, implementation and evaluation of communications and public relations activities, both internal and external.



- Monitors emerging issues for reputational impact; recommends and prepares appropriate responses.
- Ensures evaluation systems are in place to monitor and report progress on communications activities.
- Works collaboratively with the President's Office, Institutional Research, Digital Technology Services, Marketing & Digital Experience, Philanthropy & Alumni Relations, and leaders at all levels to ensure informative, accurate and timely reporting and communications.
- Advises university executive and senior leaders on strategic initiatives and oversees and manages communications for sensitive and complex issues.
- Provides advisory services and communications consultation to members of the CapU community.
- Builds relationships internally and externally to help support the University's communications.
- In consultation with the director, marketing & digital experience, the director considers and approves use of brand identity elements by third parties and in partnership agreements in consultation with other departments.
- Leads the development and dissemination of emergency and situational communications.
- Provides guidance and mentorship to direct reports by ensuring the appropriateness and currency of job responsibilities, initiating, and hiring recruitment for temporary and continuing employees, providing, or directing the provision of training and development, evaluating performance, approving leaves of absence, and responding to personnel issues.
- Represents the University at key events.
- Acts as a spokesperson for the University as designated by the president.
- Develops and maintains relevant policies, procedures, and editorial standards.
- Performs other related duties/projects as required.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Proven strategic thinker able to consider, develop and work through processes that transform goals to action and deliverables.
- Ability to effectively advise and make recommendations to executives and senior leaders to mitigate risks and protect the internal and external reputation of the University.
- Excellent abilities in interpersonal communications, corporate writing, editing and storytelling for both traditional and digital platforms.
- Proven ability to lead and motivate teams.
- Demonstrated ability to enhance internal and external communications by building positive working relationships.
- Demonstrated experience as a professional communicator and liaison for media, government, and community organizations.
- Recognized leader experienced in analyzing situations for reputational risk and applying good judgment towards resolving critical incidents.
- Confident networker and developer of media, community, government, and corporate contacts.
- Ability to manage multiple projects and execute time-sensitive and essential tasks.
- Experienced administrator with considerable knowledge of budget planning and management methodologies.
- Consistent ability to work well under pressure.



- Skilled in providing interviews and responses when acting as designated spokesperson.
- Ability to work independently, innovate, takes initiative and exercise tact and diplomacy while maintaining confidentiality.

REQUIRED TRAINING AND EXPERIENCE

- Post-secondary degree or diploma, preferably in journalism, public relations, communications, or highly related discipline
- A minimum of seven years of experience in a public sector environment or large, complex organization.
- A minimum of five years' media and public relations experience.
- A background in, or exposure to, government relations.
- Equivalent combination of education, training and experience may be considered