



Classification:	Administrator
Original Date:	January 2026
Revision Date:	
Pay Group:	13

## DIRECTOR, COMMUNICATIONS AND GOVERNMENT RELATIONS JOB DESCRIPTION

### NATURE AND SCOPE OF WORK

The **Director, Communications and Government Relations** leads the strategy, planning, and execution of initiatives that advance understanding of Capilano University's unique role, purpose, mission, and mandate in support of *Envisioning 2030*.

Reporting to the Vice-President, University Relations, the Director provides senior leadership across internal and external communications, media relations, public affairs, and government relations. A trusted advisor to the executive and senior leadership teams, the Director offers strategic counsel on issues management, risk mitigation, crisis and sensitive matters, public policy considerations, and government engagement.

The Director works closely with the Vice-President, University Relations to manage and advance the University's government relations function, including execution of the annual government relations roadmap, alignment with institutional priorities, and coordination of engagement with municipal, provincial, and federal governments. The role requires the ability to translate institutional priorities into clear, coordinated government-facing strategies.

The Director works collaboratively with leaders across the University to ensure that major initiatives, advocacy efforts, and public communications support and protect the integrity of Capilano University's reputation.

This position requires flexibility to respond to issues and priorities outside of regular working hours, as required.

### ILLUSTRATIVE EXAMPLES OF DUTIES

#### **Communications Leadership**

- Develops and oversees strategic communications plans that proactively position Capilano University as an exceptional post-secondary institution.
- Leads the timely, accurate release of information to ensure internal and external audiences are well informed and able to engage meaningfully with the University.
- Directs and mentors a team of communications professionals responsible for internal communications, media relations, public affairs, and issues management.
- Advises the President, executive, and senior leaders on communications strategies related to complex, sensitive, or high-risk issues.
- Monitors emerging issues and trends for reputational, media, and public impact; prepares and recommends appropriate responses.
- Leads emergency and situational communications planning and execution.



- Acts as a University spokesperson, as designated by the President.

### **Government Relations & Public Affairs**

- Works in close partnership with the Vice-President, University Relations to plan, coordinate, and execute the University's annual government relations roadmap.
- Supports the identification, articulation, and advancement of institutional priorities as they relate to municipal, provincial, and federal governments.
- Provides strategic advice on public policy developments and government priorities that may impact the University.
- Coordinates government engagement strategies, including briefings, meetings, correspondence, and institutional positioning.
- Supports the transition and integration of government relations activities into the Communications function, ensuring alignment with broader University Relations objectives.
- Builds and maintains strong relationships with government officials, public servants, sector organizations, and external partners.

### **Collaboration, Governance & Leadership**

- Works collaboratively with the President's Office, Institutional Research, Marketing & Digital Experience, Digital Technology Services, Philanthropy & Alumni Relations, and academic and administrative leaders to ensure coordinated, accurate, and timely communications and advocacy.
- Establishes evaluation systems to monitor, assess, and report on the effectiveness of communications and government relations activities.
- Oversees the development and maintenance of communications-related policies, procedures, and editorial standards.
- Approves and advises on the use of brand identity elements by third parties, in consultation with Marketing & Digital Experience and other departments.
- Represents the University at key internal and external events.
- Provides leadership and mentorship to direct reports, including recruitment, performance management, training and development, and addressing personnel matters.
- Performs other related duties and projects as required.

### **REQUIRED KNOWLEDGE, ABILITIES AND SKILLS**

- Proven strategic thinker with the ability to translate institutional goals into coordinated communications and government relations actions.
  - Demonstrated ability to advise executive and senior leaders on reputational risk, public policy considerations, and government engagement strategies.
  - Strong understanding of media environments, public affairs, and government decision-making processes.
  - Excellent written, verbal, and interpersonal communication skills across traditional and digital platforms.
  - Proven leadership and people-management experience.
  - Demonstrated ability to build effective internal partnerships and external relationships.
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- Experience serving as a spokesperson and managing media interactions.
- Ability to manage multiple priorities, deadlines, and high-pressure situations with sound judgment.
- Strong administrative and budget management skills.
- Ability to work independently, exercise discretion, and maintain confidentiality.

#### **REQUIRED TRAINING AND EXPERIENCE**

- Completion of a post-secondary degree in communications, public relations, journalism, political science, public administration, or a closely related field.
  - Minimum seven years of progressive years of experience in communications, media relations, public affairs or government relations.
  - Experience in a public sector or large, complex organization is required.
  - Demonstrated track record of leading teams.
  - Demonstrated experience in, or significant exposure to, government relations or public policy environments.
  - An equivalent combination of education, training, and experience may be considered.
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