

Classification	Administrator
Original Date:	19 October 2012
Revision Date:	January 2019
Pay Group:	17

VICE-PRESIDENT, UNIVERSITY RELATIONS

NATURE AND SCOPE OF WORK

The Vice President, University Relations guides university positioning and provides strategic leadership to strengthen the relationship between the university and its primary partners and stakeholders.

The Vice President leads the university relations portfolio, including: alumni, government and community relations; fundraising and development; communications and creative services; marketing; and university events and ceremonies. The Vice President works with the university Board of Governors, President, Executive, leadership team and partner organizations (e.g. alumni association, student's union, Foundation, etc.) to raise the university's profile, develop positive relationships, and secure support for university priorities. The Vice President manages the five-person University Relations leadership team, and reports to the president.

ILLUSTRATIVE EXAMPLES OF DUTIES

Leadership

- A key member of the university's senior leadership council, the Vice President provides leadership on overall positioning of the university.
- Leads and supports a team of over 20 multi-disciplinary administrators and professionals across a variety of functional areas.
- Leads risk management for public affairs and university reputation.
- Sets the strategic direction and coordinates and evaluates the efforts of the university relations departments (the portfolio).
- Sets goals and monitors key performance indicators for the portfolio.
- Ensures university relations strategies, plans and programs are aligned with university priorities.
- Oversees the university's communications and marketing strategies and campaigns.
- Analyzes emerging issues and develops decision support documents for the university executive.
- Identifies key policy and funding issues/opportunities of strategic importance to the university and develops a comprehensive approach to address these issues/opportunities to the university's benefit.
- Advises and supports the President on strategic, pan-university initiatives.
- Supports academic, administrative and service areas in their external relations efforts.



University Relations

- Works with the President to identify, establish and cultivate the necessary relationships with constituencies to advance the vision and mission of the university.
- Works to position the President strategically on matters pertaining to public profile, university reputation, and government and community relations.
- Undertakes a coordinating role, on behalf of the President, for initiatives that link the university and the wider community.
- Directs the university's government and community engagement strategy and plays an active role in strengthening community engagement locally, regionally and nationally.
- Administers the activities of the Capilano University Foundation under the direction of its governing body.
- Stewards the university's digital outreach strategy, incorporating best practices.
- Establishes and maintains relationships with a wide variety of stakeholders and community groups to cultivate partnerships and successful development initiatives.
- Communicates the university's mission and goals to internal and external stakeholders.
- Actively supports stakeholder (e.g. alumni, government, donor, partner, etc.) engagement initiatives.
- Ensures university events and ceremonies serve to advance university goals and objectives.

Development

- Provides leadership and guides fundraising and development initiatives to support university priorities.
- Determines viability for a targeted capital campaign and builds the foundation to execute, as appropriate.
- Identifies and cultivates revenue generating opportunities with business, industry, foundations, governments and individuals.
- Serves as primary relationship manager with key donors and prospects.
- Facilitates the planning and development of externally funded projects to achieve University goals.
- Integrates fundraising objectives with the University's communications and marketing strategy to ensure a consistent message to university communities.
- Leads the university's community investment program.

Operations Management

- Responsible for the development, management and administration of the University Relations' financial and human resources.
- Manages the performance and development of direct reports.



- Develops portfolio performance reports for the President, Board of Governors, Foundation and other stakeholders.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

Specific Requirements

- Possesses a track record of success in senior leadership within a large, complex, multi-stakeholder organizations, with public post-secondary experience being an asset.
- Demonstrated ability to provide strategic leadership to all areas of the portfolio, combined with deep experience fundraising and capital campaign development and deployment.
- Proven ability to lead through complex change involving many diverse constituents.
- Solid acumen around digital outreach strategies and able to guide an organization toward effective approaches to leverage this key tool.
- Strong ability to “connect the dots” amongst community and government partners, able to find common ground and has an ability to forge relationships around win-win partnerships and initiatives.
- Ability to develop a shared vision and strategy among the team. Can guide, mentor and motivate staff, as well as promote the vision broadly across an organization.
- Has a track record of seeing initiatives through to completion.
- Excellent prioritization abilities. Can assimilate ideas and proposals from a variety of places and determine viability and impact to get to the key achievable priorities.
- Effective in using data, research and evidence in decision making.

Relationship Skills

- Outstanding relationship skills with an ability to work across autonomous functional areas to understand needs, communicate and gain buy-in for strategies and initiatives, and set expectations.
- Superior interpersonal abilities: engaging, approachable, accessible, diplomatic, open and collaborative.
- Comfortable and effective in building relationships with a wide variety of people, from students to major donors to government officials to corporate sponsors.
- Excellent listener.

Personal Characteristics

- Works well with a diverse team and is able to incorporate a wide variety of perspectives and experiences in order to develop a program that reflects the unique needs of the university.
- Strong intellect: ability to consider complex subjects and synthesize them into compelling messages/ideas.



- Service-oriented: can build productive, professional relationships that serve the institution.
- Demonstrates integrity, respect, trust and openness. Highly professional, able to maintain focus, effectiveness, emotional control and maturity.
- Believes in the power of education in furthering the lives of individuals as well as local and regional economies.
- A big picture thinker who can see how their work fits into the greater strategy of an organization, and who can contribute effectively to both the departmental as well as the organization as a whole.
- Well-developed analytical and problem-solving skills, as well as proven conflict resolution skills.
- Strong conceptual abilities combined with high attention to detail.

REQUIRED TRAINING AND EXPERIENCE

- Experience supporting a Board of Directors and leveraging their skills, abilities and relationships to further the activities of the University Relations team.
- Has a post-secondary degree, preferably a graduate degree.