

EXEMPT POSITION DESCRIPTION

POSITION IDENTIFICATION

Position Title:	Associate Director, Communications
Department:	Communications, Vice-President Community Engagement Portfolio
Position Reports To:	Director, Communications
Date:	November 13, 2024
Position Classification:	Exempt
Job Description Number:	

POSITION SUMMARY

The Associate Director, Communications implements strategic external and internal communications initiatives, projects, and strategies to contribute to the achievement of the Communications Department's goals and the strategic goals and mission of the University. The Associate Director is a leader in the Communications team and deals with sensitive and confidential matters relating to the University's reputation. This role supports the Director of Communications in communication initiatives and change-management projects. The Associate Director acts as an alternate University spokesperson in media interviews or as a public information officer in crisis communication situations.

As a key member of the Vice-President, Community Engagement's leadership team, the Associate Director assists with providing strategic counsel in all areas of the Communications portfolio to enhance UFV's regional, national, and international reputation and effectively communicate the university's values, ambitions, and successes to internal and external stakeholders and communities.

DUTIES AND RESPONSIBILITIES

Supports the development and implementation of short and medium range plans and materials for internal and external communication initiatives.

Assists with leading the Communications team by managing direct reports, mentoring, and evaluating employees, while supporting group decisions, sharing credit, building enthusiasm for goals, and resolving conflict in a mentoring/ coaching style.

Assists with reputational communications and messaging for all levels of the University.

Creates and distributes messaging while working closely with the Director of Communications, faculty, staff, and senior leadership on a variety of projects (sometimes of a confidential and/or politically sensitive nature) including content creation for email communication, newsletters, social media, intranet pages, labour relations, media, and crisis communications.

Identifies, produces, edits, and publishes time-sensitive stories, videos, messages, social media posts, crisis communication messaging, blog posts, photos, and print stories, in collaboration with the Director of Communications, and other Community Engagement team members.

Works with administrators, faculty, students and volunteers on key messages and talking points for media interviews, speeches, and presentations.

Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; collaborates successfully with departments in the Vice-President, Community Engagement portfolio and across the University.

Prepares, assigns, edits, and supports distribution of UFV internal and/ or external media releases and manages the referral of news media to appropriate University resource persons.

Cultivates and maintains strong media relationships to promote positive coverage of UFV students, faculty, staff, volunteers, alumni and donors.

Represents the organization at internal and external events, gathering content, conducting interviews, and crafting compelling stories to enhance communication efforts and strengthen brand presence.

Liaises with the UFV Community Programming and Experience team on institutional programs and events including convocation, media conferences, opening of new buildings, program expansions, government events, and community partnerships under the direction of the Director of Communications.

Participates on various ad hoc committees, teams and task forces related to communications (including emergency operating) and/ or marketing. Provides Information Officer support to the Director of Communications during activation of the UFV Emergency Operations Centre (EOC).

Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive, collaborative and respectful team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

Manages performance and labour relations issues related to the employees supervised, including liaising with Human Resources to resolve confidential labor relations issues.

Assists with leading the Communications team by managing direct reports, mentoring, and evaluating employees, while supporting group decisions, sharing credit, building enthusiasm for goals, and resolving conflict in a mentoring/coaching style.

Evaluates and supervises employees in accordance with the collective agreement and university policies; ensures appropriate training and opportunities for professional development.

Attends to discipline up to and including termination; resolves problems of a human resources nature and ensures the adherence to the collective agreement.

Works with internal and external communities to create programming in a collaborative, reciprocal, and mutually beneficial way.

Utilizes and champions promising and best practices in principled decision making, resource allocation, management, and evaluation systems to consistently report on impact of community engagement activities on faculty, staff, students, and community partners.

Collaborates effectively as a team member, including sharing information, cross-training and interpersonal cooperation.

Infuses Indigenization, Equity, Diversity, and Inclusion, leads by example, valuing differing perspectives and backgrounds and promoting equity, inclusion and respect in a diverse work environment.

Creates the conditions for people with Indigenous and diverse backgrounds to succeed at UFV.

Includes equity deserving groups in opportunities and decision-making.

Builds inclusive and diverse teams who have different perspectives, abilities, experiences, races, backgrounds, identities, and/or styles.

Invites and responds to different perspectives from a place of curiosity, respect, and non-judgement.

Demonstrates respect for all members of the UFV community and proactively works to create an environment of inclusivity and accessibility.

Engages in learning and activities related to actioning indigenization and understanding the impact of colonialism and the purpose of reconciliation.

Participates in committees and project teams as required.

Undertakes related duties as assigned, consistent with the job grade of the position.

QUALIFICATIONS

Bachelor's degree in Public Relations, Communications, English, Marketing or related discipline from a recognized post-secondary institution.

Seven (7) years related experience including a minimum of three (3) years supervisory experience. An equivalent combination of education and experience, including managerial experience and training will be considered.

Ability to lead, coach, mitigate interpersonal conflicts, and direct staff in continuous improvement of UFV's communication strategy.

Theoretical and practical communication skills, excellent writing ability, excellent proofreading and editing skills for different types of media (print and electronic) with an eye for detail, design, content and brand.

Familiarity with Canadian Press style including news cycle, data collection and reporting, and editing.

Systems thinking and problem-solving and ability to understand complex systems and find innovative and appropriate solutions.

Professional image with excellent interpersonal, written English, oral and intercultural communication skills.

Effective and persuasive public presentation skills, report writing, and professional email conduct.

Ability to work flexible hours, including evenings, weekends, and being on-call for emergency communications or urgent situations, ensuring timely and effective responses.

Proficient in MS Office, web-based communication media, and web-editing software.

Deep understanding of social media and communication software, willingness to develop additional technology-based skills.

Demonstrated knowledge of: BC secondary and post-secondary system an asset.

UFV LEADERSHIP PROFICIENCIES

Create and implement plans - shape, align and execute the strategic priorities to meet student and community needs.

Lead change – Remain flexible, adjusting to changing circumstances and lead positive change by balancing innovation and calculated risk taking.

Cultivate collaborative relationships – Build effective working relationships internally and externally and collaborate to achieve mutually beneficial goals.

Inspire and develop talent - Invest in developing yourself, staff and faculty, effective teams, and our culture of excellence.

Make effective decisions - Make sound and timely decisions that benefit UFV in both straightforward and ambiguous circumstance.

Infuse Indigenization, Equity, Diversity, and Inclusion – Lead by example, valuing differing perspectives and backgrounds and promote equity, inclusion and respect in a diverse environment.

APPROVALS:

Susan Mide Kiss
Dean, VP, or AVP

October 31, 2024
Date Signed

Mark Pearson
Human Resources

November 22, 2024
Date Signed