

Leaders

INTERNATIONAL

Executive Search

VANCOUVER

EDMONTON

CALGARY

SASKATOON

WINNIPEG

TORONTO

OTTAWA

MONTREAL



OPPORTUNITY PROFILE

Director, Marketing and Communications

About Concordia University of Edmonton

concordia.ab.ca

In the ordinary university, belonging is not a certainty.

As students move from cavernous theatre to massive hall, they seek what they've been promised by post-secondary institutions all their lives. Close and supportive friends. Faculty mentors and allies for life. Extraordinary growth and profound experiences.

Perhaps students find what they yearn for there. Perhaps not.

Here, at Concordia University of Edmonton, we rally around that central promise in everything we do and all that we build. We say to students: if you join us, you will belong.

For more than a century, it has felt this way here.

Today, if students arrive on campus with doubt or hesitation, someone at CUE will see them, and help them. That someone will likely cheer them years later at convocation. Here, connections endure.

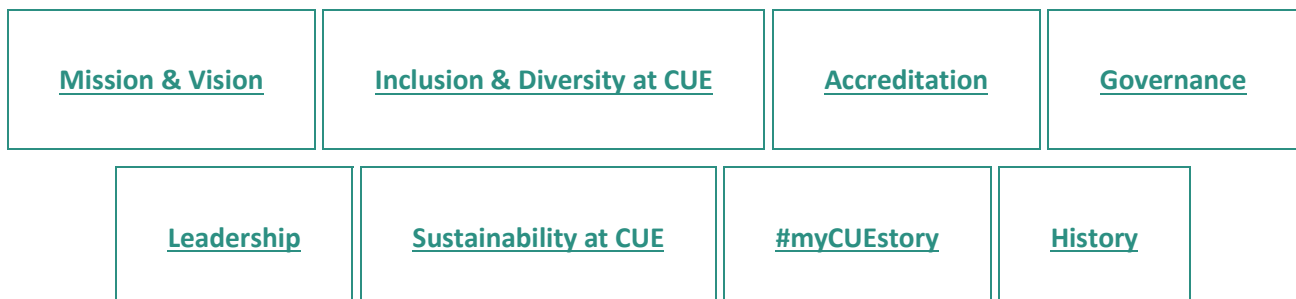
In our classrooms, CUE is a university of action and passion, small enough that every student is essential but large enough to make real differences when we tackle global challenges. We are a students' university. Students can sit in the back. But at CUE, when they're ready, someone will invite them to the front.

Because of our size, our closeness and connection, we blend and mix in surprising – sometimes delightful – ways. If we're scientists, we can follow our curiosity into drama. A business student can graduate with a foundation in history, philosophy, and Indigenous knowledge.

We can test our ideas with people from every department and course of study, from around the world. We can change directions and find our path. We can be our best selves.

At CUE, the centre for innovation may focus on the very latest on artificial intelligence, while our education faculty braids into contemporary curriculum millennia of Indigenous ways of knowing and sharing. In the Tegler Centre, CUE's president might sit down with students, buy them coffee, and ask why they chose this school and how we can all make it safer, more diverse, more accessible and memorable and fun.

Our ultimate goal has not changed since 1921: to be more than students and professors, to create a community of active citizens, to inspire good and honourable people who have found a university where they belong.



The Opportunity

Concordia University of Edmonton (CUE) is a community of learning grounded in scholarship and academic freedom, preparing students to be independent thinkers, ethical leaders, and citizens for the common good.

CUE campus is situated on the banks of the North Saskatchewan River in Edmonton's historic Highlands neighborhood. Supporting a student body of over 3,000, we are known for our small class sizes and our excellence in teaching. Our small classes and diverse student population provide an excellent opportunity for engaging with students in a sustained and nurturing way unique within the Canadian university system. CUE is an institution that values research in the sciences, social sciences, humanities, and management.

CUE is committed to fostering a diverse, equitable, and inclusive environment for work, study, and living. We actively promote dignity for all, rejecting action and language that are harmful to mutual respect.

Reporting to the Vice President, Planning and University Relations the Director, Marketing & Communications acts as a key support and advisor to the President & CEO, the Executive Leadership Team, the Board of Governors and senior leaders through communication and marketing strategies. The Marketing and Communications team is responsible for building and promoting CUE's image, brand and reputation, creating effective and compelling content and building strategies to support the growth and success of CUE students and programs. The Director will manage an integrated marketing and communications approach, overseeing all projects, processes, budgets, team resourcing and work assignments.

Key Roles & Responsibilities

Communications, Brand Development and Relationship Management:

- Develop the direction and provide leadership for all corporate channels including the website, intranet and newsroom.
- Lead the planning, development and implementation of Marketing & Communications strategies to meet the university's strategic goals.
- Oversee all institutional communication channels, ensuring they inform, engage and build a strong and consistent brand presence both internally and externally.
- Create and empower others to develop informative and compelling content to engage the university's diverse audiences. This may include developing stories, announcements, newsletters, media releases, website and intranet content, briefing notes, key messages, speaking notes, video and audio scripts, reports, publications, and social media content.
- Build strong relationships with internal clients, working directly with them to support their business goals with communication strategies and products.
- Oversee comprehensive marketing and advertising plans for all institutional initiatives to ensure all audiences are informed, and to build awareness of CUE's unique selling features, partnerships and competitive advantage.
- Lead the creation and publication of the annual report.

Internal Communications:

- Promote an integrated communications approach across CUE by developing and maintaining communication channels and processes for internal communication, and providing the tools, messages and advice to support departments
- Provide all departments within the university, the tools and resources necessary to ensure clear and effective communication.
- Oversee the continuous improvement and regular engagement of the employee intranet, ensuring the channel meets employee needs.
- Develop, implement and maintain communication standards related to branding and operating procedures. Ensure CUE faculty and staff are aware of, and utilize, communication standards to reinforce branding and mandate.

Issues Management and Media Relations:

- Provide advice and counsel to senior leadership, including the development, implementation and evaluation of effective and proactive communications approaches for projects, emerging and potential internal/external issues and ensuring messages are clear and consistent.
- Identify and assist in the management of issues affecting the university and stakeholders, including developing communication plans and providing support in response to emerging issues.
- Lead media relations, writing and distributing news releases and advisories, creating media kits, responding to inquiries, and planning media events. Act as primary media contact for the university, managing pre and post interviews and media availability for events.
- Monitor relevant issues in post-secondary education, provincially and nationally. Advise leadership of issues and recommend potential mitigation strategies and responses. Provide strategic support to the executive with communications, including issues management, public and media relations.

The Person

Education & Experience

The candidate will have relevant undergraduate credentials, with an IABC or CPRS designation being seen as strong assets. The candidate will have extensive marketing and communications experience with demonstrated leadership experience. They will have experience providing advice, guidance and strategic input to the executive leadership team and be seen as a trusted advisor.

The individual will have a solid track record of success building and implementing strategic marketing and communication plans. They will have the keen ability to use data and metrics to provide solid advice and support data-driven decisions.

Knowledge, Skills and Attributes

Leadership – Able to communicate a compelling, inspiring vision and to facilitate strategic thinking and planning processes to guide CUE’s achievement of their short- and long-term planning initiatives. Embraces empowerment and

collaboration as an operating style and uses a problem-solving approach. Ability to effectively communicate strategic advice and influence direction at a senior management level. Balances and influences priorities across the organization (strategic and operational) in a complex environment. Able to build a positive internal environment and motivate others.

Strategic Business Sense/Pragmatic Decision Maker – Sees the big picture. Possesses solid business acumen. Has well-developed strategic planning skills. Recognizes priorities and changing approaches. Shows common sense and intuitive judgment. Can make operational decisions. Action-oriented and an effective change agent.

Problem Solving & Judgment – Ability to manage challenging situations and use a fact-based approach to problem solving.

Communication – Excellent communication skills, both written and oral; uses a clear, concise, and positive style; builds trust through presenting ideas clearly and effectively listening to others; a straightforward, tactful, and respectful communicator.

Collaboration – Promotes and enables cooperation, and anticipates, understands and responds to the needs of the various stakeholders to meet or exceed expectations within the organizational parameters. Committed to an open and supportive organizational culture that embraces discussion and debate.

Team Player/Teamwork – Ability to establish good working relations with faculty, staff, students, business partners, and other institutional constituencies; talks openly with others; establishes expectations; and builds enthusiasm for goals.

Integrity and Honesty – Demonstrates a resolute commitment to and respect for the rules and core values of the organization, setting an example of professionalism and ethical propriety.

Creativity and Innovation – Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations; designs and implements new, cutting-edge processes.

Compensation

A competitive compensation package, including an attractive base salary and excellent benefits, will be provided. Further details will be discussed in a personal interview.

Express Your Enthusiasm

Leaders International values diversity, equity, and inclusion in all aspects of our operations. We invite candidates to contact us directly with any accommodation requests.

To apply, please email a cover letter and resume (PDF or Word document only) to [Ardyce Kouri](mailto:Ardyce.Kouri@leadersinternational.com) or [Shubi Jain](mailto:Shubi.Jain@leadersinternational.com) at edmonton@leadersinternational.com, indicating the job title in the subject line of the email.

www.leadersonline.com