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OPPORTUNITY PROFILE

Chief Public Affairs Officer

About Concordia University of Edmonton

concordia.ab.ca

In the ordinary university, belonging is not a certainty.

As students move from cavernous theatres to massive halls, 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.

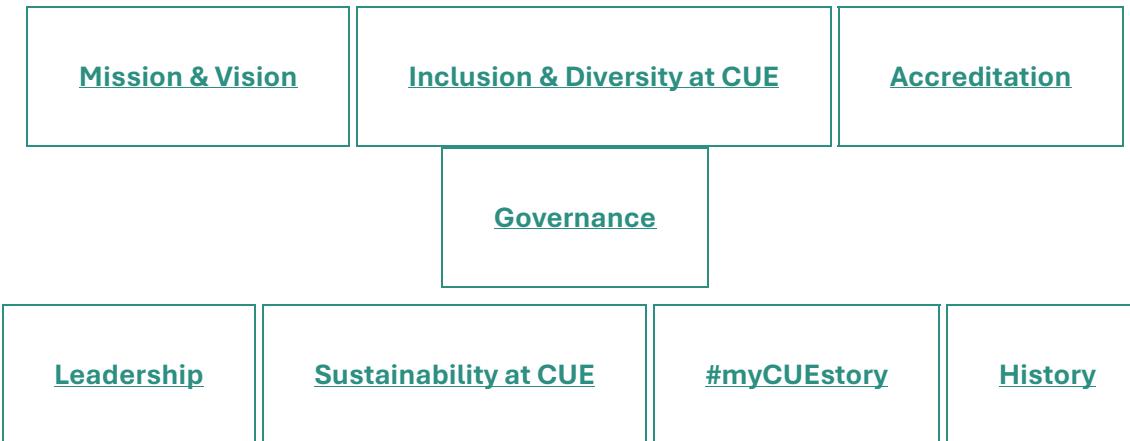
In our classrooms, CUE is a university of action and passion, small enough that every student is essential but large enough to make real differences when we tackle global challenges. We are a students' university. Students can sit in the back. But at CUE, when they're ready, someone will invite them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

Reporting to the President and Vice-Chancellor, the Chief Public Affairs Officer (CPAO) provides strategic leadership and oversight to enhance and strengthen the relationship between CUE and its internal and external partners. This office is crucial in representing CUE and advancing the university's mission, vision, and strategic goals in partnership with the President and Vice-Chancellor.

The CPAO is responsible for providing visionary leadership to CUE's marketing and communications, community and alumni relations, and government relations portfolios. This role provides important support and enabling for the Board of Governors, the President's Office, and all departments across CUE.

Key Roles & Responsibilities

The CPAO will provide leadership in several areas including, but not limited to:

- **Building and Strengthening Partnerships:**

- The CPAO is responsible for developing, fostering, and maintaining strong relationships with crucial internal and external stakeholders, which is vital to the university's overall success. These relationships and communication with stakeholders will leverage CUE's brand and market position to create or enhance diversified revenue streams.
- Implement multiple, complex, and integrated stakeholder engagement programs and initiatives to improve and enhance the perceptions and experiences of stakeholders and the community.
- Monitor and analyze political and economic developments that impact CUE and perform regular environmental scans to assess threats and opportunities and to evaluate trends and developments.
- Provide regular information updates and strategic insights to the President and the Board on relevant trends and developments.
- Monitor media and relay information to others as needed as needed on a regular basis.
- Develop innovative stakeholder engagement strategies and initiatives to respond to an ever-changing political environment while optimizing stakeholder confidence in CUE's capacity to deliver its vision, mission, and strategic objectives.
- Work closely with senior government decision-makers to ensure they have a current and complete understanding of CUE's goals and objectives.

- **Marketing & Communications:**

- Carry the CUE message and brand to stakeholders both internal and external through targeted marketing programs and initiatives to build and strengthen CUE's reputation.
- Require the completion of and guide the execution of a multi-year, integrated corporate-wide strategic communications and marketing plan to achieve the strategic vision
- Provide media relations and manage crisis communications.

- Oversee the evolutionary development of the brand and reputational elements through a marketing lens and direct a dashboard of key metrics to track progress and effectiveness.
- Ensuring that all marketing and communications activities showcase that CUE is a **Students and People First institution**. CUE is a university uniquely attentive to its people, especially students. The CPAO will be dedicated to a student-centred approach to designing and implementing plans and actions and will ensure that the departments under their care share the values so strongly held across CUE.

• **Community Relations:**

- Build strong, trusting relationships advancing CUE's mission, vision, and strategic goals with both internal and external partners through collaborative engagement.
- Provide strategic leadership that contributes to increased engagement with CUE alumni. Oversee programming that celebrates achievements and strengthens connection with pride as volunteers, returning students, employees, and donors.
- Work within the CUEs model of community engagement by consulting with university partners.
- Continuously develop and sustain positive government and community relationships with the Ministry of Advanced Education.
- Build collaborative relationships with community partners, businesses and industry with an innovative lens seeking potential opportunities to advance CUE's Mission and goals.
- Monitor relevant issues in post-secondary education locally, provincially and nationally. Advise senior leadership of issues and recommend mitigation strategies and responses.

• **Results-Driven Leadership:**

- Develop, retain, and oversee a high-performing team, the CPAO will deliver on institutional goals and plans through proven leadership that supports and empowers staff.
- As a member of the executive leadership team, jointly responsible for strategic management of CUE.
- Support the President by preparing and presenting comprehensive and accurate reports to the Board. Provide candid and constructive feedback to help mitigate potential pitfalls.
- Recognize the need for change. Champion change may mean disrupting or deconstructing standard delivery. Continually assess the CUE's cultural readiness and capability to adopt proposed changes.

The Person

Qualifications

The successful candidate should have extensive experience as an executive administrator, demonstrating significant accomplishments and a clear vision for a senior-level position within the university. A bachelor's degree from an accredited university is required, with a graduate degree strongly preferred. The candidate must

possess executive-level leadership experience within a large organization, with a demonstrated ability to motivate and empower high-performing teams across diverse functions. A proven track record in developing and implementing strategic plans is essential, along with the leadership skills necessary for success as a senior university executive, including budget and policy management, human resources oversight, and team building.

The candidate should have substantial experience across multiple departments within the CPAO portfolio and be capable of honouring CUE's traditions while embracing future opportunities. They must be a strong team player who values diverse perspectives and fosters an inclusive environment. A service-oriented leader, they will prioritize students and people in decision-making while demonstrating innovation, collaboration, and transparency in leadership. Integrity, trust, and respect should define their professional approach, alongside strong problem-solving skills and the ability to manage complex issues. Lastly, the candidate must be deeply committed to CUE's core values, including equity, diversity, and inclusion.

Knowledge, Skills and Attributes

Visionary Leadership Skills—Demonstrates a progressive, transformational and visionary leadership style while giving guidance and support to staff and leadership as required. A mentor and positive role model who can communicate potential opportunities to departments while empowering staff and incorporating the views of others. Uses a practical and common-sense approach.

Change Management—Energetic and able to lead in a changing environment; experienced in evaluating organizational structure and effectively implementing required changes to elevate the skill level and improve the efficiency of an organization. Can alter course/direction when necessary while maintaining a clear and consistent vision; enjoys and embraces new challenges.

Communication—Exceptional listening, verbal, written, and presentation skills; highly effective internal and external communication skills. Uses a clear, concise, and positive style; builds trust through presenting ideas clearly and effectively listening to others. Is a straightforward, tactful, and respectful communicator.

Collaboration—Promotes and enables cooperation across the organization; anticipates, understands and responds to the needs of the various internal and external stakeholders to meet or exceed their expectations within the organizational parameters.

Diversity and Inclusiveness—A leader who empowers staff by respecting and appreciating what makes them different in terms of age, gender, ethnicity, religion, disability, sexual orientation, education, and national origin.

Courage—Steps up to address complex issues, saying what needs to be said; champions an idea or position despite dissent or political risk; faces complex issues and supports others to do the same; translates position into actionable feedback.

Interpersonal Savvy—Relates openly and comfortably with diverse groups of people. Treats staff, faculty, colleagues, students, and others with respect; resolves conflicts respectfully and in a timely manner; negotiates effectively; and provides effective feedback to colleagues/employees.

Demonstrates Character—Displays a quality guided by noble principles with the conviction and courage to do the right thing always; demonstrates integrity, ethics, responsibility, character, and virtue; has a developed personal and progressive value system based on a high sense of integrity and desire to treat others as he or she would expect to be treated.

Pragmatic Decision Maker—Believes in involving people in processes to establish priorities and shows sensitivity to changing approaches. Shows strong common sense and intuitive judgment abilities.

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. Candidates are invited to contact us directly with any accommodation requests.

To apply, please email your cover letter and resume (PDF or Word document only - preferably as one document) to Ardyce Kouri or Wendy Romanko at apply@leadersinternational.com, indicating the job title in the subject line.

www.leadersinternational.com