

Director of Communications and Public Relations

Position Details

Position Information

Position Title	Director of Communications and Public Relations
Department/Unit	Communications, Marketing & Creative Services
Location	Halifax
Posting Number	S121-20
Employee Group	DPMG
Position Type	Regular, On-Going
Duration of Contract (if applicable)	
Employment Type	Full Time
Full-time Equivalency (FTE)	1.0
Salary	\$90,082 - \$121,877 per annum
Classification	ADM-09
Provisional Statement	This is a provisional classification. Formal classification procedures will be initiated by the Compensation & Job Evaluation Unit in approximately six months.

About Dalhousie University

From “the little college by the sea” to a world-leading, research-intensive university: Dalhousie University’s first 200 years have seen it transform from a local centre of learning to an institution with global impact.

Today, the university’s 19,550 students and 6,000 faculty and staff are connected across borders and through multiple mediums. Now more than ever, the importance of timely, engaging and responsive communications will continue to serve as a vital tool to build and strengthen our community. It is in this spirit that the university invites applications for the role of Director of Communications and Public Relations.

Job Summary

Reporting to the Assistant Vice-President (AVP), Communications, Marketing & Creative Services (CMC), the Director of Communications and Public Relations (Director), is a senior member of Dalhousie’s Communications team, responsible for external communications, internal/employee communications, issues management, crisis communications, media relations, social responsibility and community engagement. The Director is responsible for developing results oriented and measurable strategic communications and community engagement plans to support the university’s objectives and key areas of focus in keeping with the university’s mission and CMC’s broader unit plans. The Director leads a team of communications professionals and works closely and collaboratively with the AVP and Director of Marketing as well as with other leaders at the university including the executive and leadership team, providing strategic counsel on public relations and communications issues.

Key Responsibilities

- Leads strategic project planning for key initiatives in the CMC portfolio. Specific areas include: external communications, internal/employee communications, issues management, crisis communications, media relations and community engagement.

- Manages, evaluates and oversees development, implementation and execution of annual strategic communications plans in support of Dalhousie's strategic priorities and business goals and provides senior strategic counsel, critical analysis and alternative approaches and recommendations on a wide range of issues and opportunities as well as develops and interprets related policies and procedures.
- In consultation and collaboration with the AVP, anticipates issues as well as provides timely advice and counsel on continuing and emergent issues and leads initiatives with positive impact. Acts as a trusted advisor to the AVP and senior leadership team on projects, issues and opportunities. Researches, prepares documents and briefings and makes recommendations to the AVP.
- Develops meaningful measurement vehicles and tracks and reports results for all communications efforts and plays an instrumental role in anticipating and assessing reputational risk. As a member of the Communications team, the Director is instrumental in building and protecting the institution's reputation and image among various constituencies.
- Leads and collaborates with communications staff, and communicators across the campus in other departments by providing strategic counsel in diverse areas including crisis communications, strategic plan development, issues management and media relations.
- Manages personnel/administrative functions (e.g. hiring, training, supervising, evaluating, providing professional development opportunities, etc.) for the purpose of maintaining adequate staffing levels, enhancing satisfaction and productivity of personnel and ensuring department outcomes are achieved.

Note**Qualifications**

Degree in communications, public relations, journalism or similar discipline, plus considerable experience as a senior communications/public relations professional. Accreditation with IABC or CPRS is desirable. Must have demonstrated success in delivering results across multiple platforms and to multiple audiences, in support of institutional strategic objectives, preferably in a large, complex environment. Well-developed skills in analysis, problem-solving, and critical thinking are required, as is proven success evaluating complex issues quickly and identifying appropriate actions that protect and enhance reputation. Demonstrated commitment to continuous learning in the areas of equity, diversity and inclusion and evidence of advancing those values within previous organizations is required. Demonstrated leadership, team building and performance enhancement skills are required.

Job Competencies

The successful candidate is expected to demonstrate proficiency in Dalhousie's core and leadership competencies (<https://www.dal.ca/dept/leaders.html>), in particular:

- Respect & Inclusion
- Thinking and Acting Strategically
- Relationship Building
- Resource & Process Management
- Change & Innovation

Additional Information

Dalhousie University supports a healthy and balanced lifestyle. Our total compensation package includes a defined benefit pension plan, health and dental plans, a health spending account, an employee and family assistance program and a tuition assistance program.

Application Consideration

Applications from university employees and external candidates are given concurrent consideration. Among short-listed candidates, university employees will be given special consideration.

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

Diversity Statement

Dalhousie University is committed to fostering a collegial culture grounded in diversity and inclusiveness. The university encourages applications from Indigenous persons, persons with a disability, racially visible persons, women, persons of a minority sexual

orientation and/or gender identity, and all candidates who would contribute to the diversity of our community. For more information, please visit www.dal.ca/hiringfordiversity.

Posting Detail Information

Number of Vacancies	1
Open Date	08/14/2020
Close Date	
Open Until Filled	Yes
Special Instructions to Applicant	
Quick Link for Direct Access to Posting	http://dal.peopleadmin.ca/postings/4184

Supplemental Questions

Required fields are indicated with an asterisk (*).

Documents Needed to Apply

Required Documents

1. Cover Letter
2. Résumé / Curriculum Vitae (CV)

Optional Documents

None