



## Vice President, Communications and Community Partnership

The University of British Columbia

### GENERAL

The Vice-President Communications and Community Partnership (the Vice President) reports to the President and provides strategic leadership for three significant functions (community engagement, communications and marketing, and government relations) in order to accomplish the vision, commitments, goals, and actions as set out in the University's strategic plan, *Place and Promise: The UBC Plan*.

As an integral member of the University's senior leadership team, the Vice President will support the Board of Governors in exercising their governance responsibilities and work collaboratively with leadership and management across the University and with key external stakeholders to enhance the University's performance and reputation.

### SPECIFIC RESPONSIBILITIES

#### 1.0 Governance

- Supports the President and colleagues on the UBC system leadership team in providing information, counsel and support to the Board of Governors and its committees in order to enable them to effectively fulfill their governance responsibilities.
- Supports the members of the Board's Governance, and its People, Community and International Committee in fulfilling their governance responsibilities.

#### 2.0 UBC System Leadership

- Functions as a key member of the University's senior leadership team, which has collective responsibility for achieving the vision, commitments and goals established in *Place and Promise: The UBC Plan*.
- Works closely with the senior leadership team to create and implement community engagement, government relations and communications strategies in order to accomplish the vision, commitments, goals, and actions as set out in the University's strategic plan, *Place and Promise: The UBC Plan*.

#### 3.0 Annual Plans

- In the context of UBC's strategic plan and in collaboration with all the constituent elements of the University that have an interest in Community Engagement and Communications functions, formulates and recommends to the President annual plans for the portfolio's departments that clearly articulate goals, actions and metrics for success.
- Identifies critical issues that must be addressed in order to realize the vision and achieve the goals and objectives, and sets out strategies to address those issues.
- Ensures there is an annual operating plan that sets out specific goals and strategies for each fiscal year, aligned with the campus budget as agreed by the Executive.



## 4.0 Annual Objectives for the Vice President

- In the context of UBC's strategic and operating plans, recommends to the President annual personal performance objectives for the Vice President and reports on progress against those objectives semi-annually and annually.
- Conducts a parallel performance management process with those who directly report to the Vice President.

## 5.0 Community Engagement

- Through the Managing Director, ensures that:
  - there is a comprehensive approach in place for community engagement that supports the achievement of the strategic goals and objectives of the University;
  - the approach is implemented in a manner that enables the achievement of the articulated goals and actions for the external portfolio and coordinates across portfolios as appropriate; and
  - the approach effectively engages and capitalizes on the resources across the University in the execution of the program, particularly those within the faculties and units.

## 6.0 Communications and Marketing

- Through the Managing Director, ensures that:
  - there is a strategic communications and marketing plan in place for internal and external communications that supports the achievement of the strategic goals and objectives of the University, promotes the university brand and enhances its reputation;
  - the strategy is being implemented, through yearly plans, in a manner that enables the achievement of the articulated goals and actions for the communications and marketing programs;
  - the strategy effectively engages and capitalizes on resources across the University in the execution of the program, particularly those within the faculties and units; and
  - works closely with the Executive in developing key messages, identifying opportunities and challenges, and measuring effectiveness of the strategy.

## 7.0 Public Affairs

- Through the Director, ensures that:
  - there is a comprehensive approach to media relations and issues management that supports the achievement of the strategic goals and objectives of the University;
  - the approach is being implemented in a manner that enables the achievement of the articulated goals and actions for the public affairs program;
  - the approach effectively engages and capitalizes on the resources across the University in the execution of the program, particularly those within the faculties and units; and
  - strategies to strengthen and enhance relationships with media are in place; strategic leadership and tactical advice on media relations and media issues management are provided to the wider university community.



## 8.0 Government Relations

- Through the Executive Director, ensures that:
  - there is a strategic government relations plan in place that supports the achievement of the strategic goals and objectives of the University;
  - the strategy is being implemented, through yearly plans, in a manner that enables the achievement of the articulated goals and actions for the government relations programs;
  - the strategy effectively engages and capitalizes on the resources across the University in the execution of the program, particularly those within the faculties and units;
  - relationships between UBC and all levels of government are promoted and enhanced, helping faculties and units across the university to build capacity to relate to and connect with government; and
  - works closely with senior administration, communications and public affairs in ensuring key messages, projects, strategies and initiatives are raised with government, including advocacy as required.

## 9.0 Robson Square

- Through the Director, ensures that:
  - there is a strategic plan in place for Robson Square that supports the achievement of the strategic goals and objectives of the University;
  - the strategy is being implemented, through yearly plans, in a manner that enables the achievement of the articulated goals and actions for Robson Square and its programs;
  - works closely with senior administration to ensure key messages, projects, strategies and initiatives related to Robson Square are raised with government, including advocacy as required.

## 10.0 Collaboration with UBC Okanagan

- Collaborates with the Deputy Vice Chancellor and the direct reports to this position who are responsible for Communications, Community Relations and Government Relations.

## 11.0 Organization and Management of Staff

- Ensures an effective organizational structure that reflects operational needs and prescribes the authority and responsibilities of staff as they related to the accomplishment of specific objectives and priorities of the portfolio.
- Fosters a highly productive and rewarding work environment for all employees through effective hiring, development, motivation, and performance feedback.
- Communicates, motivates, guides, and directs all those involved to contribute fully to the realization of the portfolio's strategic and operational goals and actions, in collaboration with the AVP Human Resources.
- Maintains high visibility among the members of the team and fosters engaged two-way communications with staff members.

## 12.0 Financial and Administrative Management

- Ensures the effective utilization of the financial resources allocated to the portfolio within the established objectives, policies, plans and budgets.
- Oversees the preparation of an annual budget for the portfolio.



### 13.0 Internal and External Relationships

- Works in close collaboration with the University’s Board of Governors and committee members, the President, the other Vice Presidents, other leaders and senior committees within the University to ensure the objectives of the University are met.
- Initiates and continues to strengthen ties and establish a positive profile for the University within the wider community.
- Works closely with government and the community to ensure that the University’s mandate of becoming an essential part of the community’s social and economic well-being is met.

### 14.0 Service Quality and Leadership

- Maintains an exceptional standard of integrity and ethical leadership and assumes responsibility to ensure communications with our communities and with government promotes the university brand and enhances the university’s reputation.
- Ensure the team maintains a strong service orientation with open and effective two way communication with its internal and external constituencies.
- Ensure proper processes and consultations occur within the University governance structure.

### 15.0 Trends in Portfolio and External Communities

- Ensures the University is kept apprised of trends and changes relative to community engagement, government relations, communications and marketing, and media relations, and helps assess their impact on the University.
- Keeps fully abreast of developments in the external and communications fields, including media relations, and government trends.

### 16.0 Other Responsibilities

- Carries out other responsibilities as assigned by the President.

## REPORTING RELATIONSHIPS

Reports Directly to	President and Vice-Chancellor
Direct Reports	Managing Director, Community Engagement Managing Director, Communications and Marketing Executive Director, Government Relations Director, Public Affairs Director, Learning Exchange Director, Robson Square Director, Ceremonies
Works Closely With	Board of Governors Board Committees Deputy Vice Chancellor Provost and Vice President Academic Vice President, Finance, Resources and Operations Vice President, Research and International



# Position Description

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Vice President, Students  
Vice President, Development and Alumni Engagement  
Associate Vice President, Human Resources  
Senior Directors, Managing Directors, Directors  
Student Leaders  
Deans  
Various consultants and external communities



## Candidate Profile

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#### 1. Experience

- Executive leadership accomplishments gained in a complex private sector, public sector, NGO or not-for-profit organization with a high public profile. This experience could be either as a CEO or other corporate leadership role or in a functional leadership role responsible for strategic communications, marketing and community/stakeholder relations.
- A strong understanding of an organization's strategic positioning, reputation management, branding, marketing, communications and community/ stakeholder relationships.
- ◆ Ideally brings experience and demonstrated success in a large organizational setting with distributed operations. Experience in, or a strong understanding of, the complexities of a large research university is an asset.

#### 2. Commitment to the Vision and Values of the University

- Is enthused and motivated by the opportunity to serve in a leadership role for one of the world's leading universities with a commitment to :

*"...create an exceptional learning environment that fosters global citizenship, advances a civil and sustainable society, and supports outstanding research to serve the people of British Columbia, Canada and the world".*

- Understands and able to work effectively in the context of the culture, traditions and values of a public university and is able to engender the confidence and respect of faculty, staff and students.

#### 3. Personal Values

- Driven by strong personal values, including integrity, openness, honesty and transparency, inclusiveness, mutual respect and trust, respect for cultural and ethnic diversity, and a caring and respectful approach to all interpersonal relationships.

#### 4. Strategic Leadership

- Is a strategic leader who is able to influence an organization at all levels and build consensus towards achieving its vision and goals. Able to articulate a vision and translate it to various stakeholders, internally and externally, while inspiring their understanding, ownership and support.
- Able to see the big picture and support the broader governance of the University.



## 5. Organizational and Change Leadership

- Has a demonstrated ability to set challenging goals and achieve positive results in a highly complex environment. Possesses superior administrative skills and ability to handle multiple projects concurrently.
- Proven track record of providing strong leadership and mentorship to a multidimensional team of direct and functional reports; able to develop and implement effective performance management tools and practices.
- Experience leading the transformation of an organization's policies, strategy and approach relative to significant operational elements.

## 6. Relationship Builder

- Very personable, with the ability to build deep relationships throughout the university community and externally. By nature, is one who collaborates easily with others.
- Demonstrated success building and enhancing community and government partnerships.

## 7. Communication Skills

- Has the passion and skill to compellingly communicate the University's vision and mission to governments, communities and partners.
- A highly effective communicator able to convey compelling stories to the public directly or through the media.

## 8. Education

- An advanced university degree from a recognized institution.