



To all UBC students, faculty and staff:

A search committee has been established to recommend to the President a new senior communications position for the University of British Columbia. You will recall discussions through the Heads Up meetings regarding how best to move UBC's communications forward. This position has been established as a result of those, and other, discussions.

The Managing Director, Communications and Marketing, responsible to the Vice President, Communications and Community Partnerships, will provide strategic leadership to UBC to accomplish the vision, commitments, goals, and actions as set out in the University's strategic plan, *Place and Promise: The UBC Plan*.

The Managing Director will provide strategic planning and coordination for UBC's communications with its external and internal communities, brand management, marketing and social media.

The following have been appointed the Committee:

- Stephen Toope, Chair
- Alfred Hermida [School of Journalism]
- Simon Peacock [Dean, Faculty of Science]
- Heather McCaw [Associate Vice President, Development and Alumni Engagement]
- Bud Mortenson [Acting Director, University Relations, Okanagan Campus]
- John Corry [Communications Manager, CFIS]
- Taylor Owen [Post-Doctoral Research Fellow, Liu Institute for Global Issues]
- Hassan Arshad [Student]
- Patricia Stevens, Secretary

The Committee is entering into a consultative process to define the main challenges of this new position, and in that context, to identify the background, experience and qualities we are seeking in prospective candidates, and then to recommend at least one candidate for appointment.

A brief [position description](#) is available in PDF format at:

Please write or email the Committee in confidence through Patricia Stevens, Office of the President at 604-822-0663 or [patricia.stevens@ubc.ca](mailto:patricia.stevens@ubc.ca) if you would like to make a written submission to the Committee.

I strongly encourage you to participate in this important search process.

Sincerely yours,

Stephen J. Toope  
President and Vice-Chancellor