

**BRIGHTER
WORLD**



Executive Advisor, Strategic Communications, Communications and Public Affairs

McMaster University

Advancing human and societal health and well-being

McMaster University fuels curiosity, inquiry and discovery. Every day, we push the boundaries of knowledge through our world-class, interdisciplinary research and our ground-breaking approaches to teaching and learning. Our students, researchers and staff are among the best and brightest. We are seeking an equally talented, visionary and innovative Executive Advisor to define and create the future of strategic communications at McMaster.

McMaster University is a leading research-focused, student-centred university, committed to developing a distinctive, personalized, engaging and sustainable student experience, maintaining and further strengthening its capability for outstanding research and scholarship, and enhancing the connections between the University and the communities it serves, locally, provincially, nationally and around the globe.

Reporting to the Assistant Vice-President, Communications and Public Affairs, the Executive Advisor leads strategic communications initiatives with the goal of enhancing McMaster's global reputation through implementing, amplifying and using analytics to successfully develop integrated content and media relations strategies, using digital best practices to expand McMaster's engagement with our key audiences, providing comprehensive communications leadership to a variety of stakeholders, collaborating with Faculties and units across the University to provide strategic communications advice and support on priority projects for internal and external audiences, and supporting the University as a leader in issues and reputation management.

As the successful candidate you will bring to the role demonstrated success in creating innovative communications strategies, with in-depth practical and leadership experience in media relations, content development, social media and a strong understanding of marketing and branding. You have a well-established reputation for providing valued strategic advice and counsel on diverse, complex and sensitive matters to your organization's most senior leaders and stakeholders. You are an exceptional people leader and mentor who develops high performing teams and champions inclusive excellence.

The diversity of the McMaster community and its workforce is at the core of its innovation and creativity and strengthens McMaster's research, teaching and service excellence, as well as its broader learning environment. To fulfill McMaster's commitment to diversity, equity and inclusivity, the University invites applications from all qualified candidates who share in this commitment. We welcome applications from self-identified Indigenous (First Nations, Métis and Inuit) peoples, members of racialized communities, persons with disabilities, women and members of 2SLGBTQ+ communities.

Committed to delivering on its promise of Truth and Reconciliation, McMaster University recognizes and acknowledges that it is located on the traditional territories of the Mississauga and Haudenosaunee nations, and within the lands protected by the “Dish With One Spoon” wampum agreement. In keeping with its [Statement on Building an Inclusive Community with a Shared Purpose](#), McMaster strives to embody the values of respect, collaboration and diversity, and has a strong commitment to employment equity.

Candidates requiring accommodation to participate in the hiring process should contact Harangad Singh of Boyden at hsingh@boyden.com to communicate accommodation needs.

All applicants are asked to complete a confidential Diversity Survey as part of the application submission process. The Survey questions are voluntary, and the entire Survey will take approximately two minutes to complete. All information collected is confidential and will be used to support efforts to broaden the diversity of the applicant pool and to promote a fair, equitable and inclusive talent acquisition process. The survey link will be provided to you at the time of your application.

Canadians and permanent residents will be given priority.

To be considered for the role, please visit: boyden.thriveapp.ly/job/1035. All materials should be received by **early September 2021**. Once we receive the materials of those who express interest in the position, we will compare them against the Candidate Profile and against the backgrounds of other candidates. We will be in touch directly if you are selected to proceed forward with a description of the steps in the process.