

Consistently ranked amongst the top 20 public universities and the best 40 public and private universities in the world, The University of British Columbia (UBC) is a global centre for research and teaching. UBC's spirit has embraced innovation and challenged the status quo since 1915. With two main campuses (Vancouver and Okanagan) located on the traditional territories of the Musqueam Coast Salish and Okanagan peoples, UBC's entrepreneurial perspective encourages students, staff and faculty to challenge convention, lead discovery and explore new ways of learning. Bold thinking is given a place to define ideas that change the world at UBC.



## Director, Communications – Office of the CIO THE UNIVERSITY OF BRITISH COLUMBIA Vancouver, BC

The Director, Communications is responsible for the overall strategic direction of the UBC IT's integrated communications, marketing and branding functions including strategic planning and implementation, media relations, issues management, and internal and external communication programs and materials. The Director is responsible for developing communications strategies that have a university-wide audience and impact.

The incoming Director is required to conceptualize, implement and lead a full range of comprehensive communications and marketing strategies designed to support staff and partner groups; and promote the CIO's strategy and service portfolio across UBC at various levels including UBC Board of Governors, UBC Executive, Deans, Unit and Department heads, as well as externally at the local, provincial, national and international levels through various media. This individual will provide expertise and leadership to enhance and support the communications and marketing efforts of the organization, while insuring integration with University-wide communications plans and projects.

The position will also be responsible for developing effective relationships with various partner groups and vendors, both internal and external to UBC, to develop opportunities for integrated and joint marketing and media ventures. The Director ensures that all campaigns either in the Office of the CIO or within the UBC Information Technology unit align with UBC Public Affairs, the President's Office, UBC Ceremonies, as well as the greater UBC Strategic plan for marketing and media, by playing a key role in communicating campus wide marketing and media.

In addition, the incumbent will oversee the communications strategy for specific enterprise initiatives including the Privacy and Information Security Management (PrISM), Data Governance, and small to medium size projects within the UBC IT and Office of the CIO portfolio.

The ideal candidate will be a highly capable and trusted advisor to the Office of the CIO with proven experience in the development and implementation of strategic internal and external communication plans. Bringing many years of strategic communications expertise within a multi-layered, diverse and complex organization, the candidate will be known for their vision, strong leadership in pulling people together to focus on a common mission. The incoming Director will have current, positive working relationships at various levels with a wide variety of key partner groups relevant to UBC. Proven ability in translating communications concepts in a collaborative manner is imperative, along with seasoned leadership skills with a passion in developing people and ability to build a high performing team.

If this is the next step in your professional career, please visit our website and submit your application to **Maggie Ow** or **Matthew Bell** at [www.pfmsearch.com](http://www.pfmsearch.com).

*UBC hires on the basis of merit and is strongly committed to equity and diversity within its community. The University welcomes applications from visible minority group members, women, Aboriginal persons, persons with disabilities, persons of minority sexual orientations and gender identities, and others with the skills and knowledge to productively engage with diverse communities. All qualified candidates are encouraged to apply; however Canadians and permanent residents will be given priority.*



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