



Job Posting
Executive Director, Marketing and Communications
Full-Time, Permanent, Professional (non-union position)
Vancouver, BC (on-site)
Salary Range: \$143,800 - \$220,550

Chemistry Consulting Group is hiring an **Executive Director, Marketing and Communications**, on behalf of our client Vancouver Community College (VCC), a dynamic public sector organization based in Vancouver, British Columbia.

Reporting to an executive member, the Executive Director, Marketing and Communications is a key member of the senior leadership team, guiding the marketing and communications team to successfully carry out its initiatives. This position takes the lead in defining and developing marketing and communications innovative strategies and oversees the implementation of these strategies. By promoting the organization's brand amongst internal and external stakeholders, the incumbent will enhance and elevate visibility and reputation locally, nationally, and internationally in an exciting time of growth and expansion.

JOB DUTIES/KEY ACCOUNTABILITIES:

Strategic Planning

- Informs, shapes and implements the strategic initiatives and operational plans, leading the strategic planning process for the Marketing and Communications portfolio, and generates new, innovative and entrepreneurial approaches to contribute effectively to the overall strategic plan.
- Provides leadership and oversight for areas of responsibility, including service and policy renewals, strategy development and budget planning in alignment with the organization's priorities.
- Sets goals and objectives for the Marketing and Communications team for all strategic and operational initiatives for branding and publicity, internal and external communication plans, special events, stakeholder, government and media engagement.
- Provides oversight and direction to ensure the team delivers on set goals and objectives.

Marketing, Promotion, Brand Management

- Leads the development of branding initiatives and collaborates with the community to interpret and implement branding strategies.
- Develops and refreshes brand guidelines and ensures these are communicated to the community on a regular basis. Ensures any shifts in branding unfolds with the appropriate level of consultation with the community.
- Oversees efforts to create, enhance, and promote the organization's long-term brand equity, awareness, image, reputation and market positioning locally, provincially, nationally and internationally.

- Provides leadership for marketing and advertising of programs and services through annual planning, developing and implementing new strategies that support the strategic direction.
- Identifies leading edge opportunities to use innovative marketing strategies and techniques to advance strategic goals and objectives.

Communications and Public Relations

- Oversees the Public Affairs (Government and Stakeholder Relations and Issues Management) function, to ensure effective communications with government and other key stakeholders are reflected within the plans and actions of the organization.
- Provides oversight and guidance to the Communications team in the preparation of communication materials for media, executive, senior leaders and the board chair.
- Oversees key issues management, media relations and crisis management, staying abreast of and monitoring rising issues and oversees media relations approach to maximize positive exposure.
- May act as a spokesperson when appropriate or ensures expert communication resources are provided to the appropriate spokesperson within the context of the organization's distributed spokesperson model. Ensures leaders have appropriate and consistent key messaging on a variety of internal and external issues.
- Promotes and advances an innovative digital presence, including effective use of web, mobile and social media to promote brand awareness and reputation.

Marketing Research

- Oversees primary and secondary research based on comprehensive knowledge, research and analysis of external factors including: market trends and opportunities, customers, competitors, demographics, government policy, and economic forecasts. Considers internal strengths, weaknesses, trends and plans and adjusts marketing activities accordingly.
- Fosters a culture of learning and accountability within the Marketing and Communications department by using a wide range of sources for market intelligence and developing departmental standards for analysis and reporting to support decisions through KPIs.
- Remains well-informed of best practices related to marketing and communications strategies and tactics that incorporate robust digital marketing, responsive website design, online advertising, SEO/SEM, mobile marketing, email marketing and social media.

Change Leadership

Serves as a sponsor for change, takes actions to change the culture and direction of the organization to advance the vision, values, and strategic direction. As a member of the Senior Leadership team, creates a compelling case for organizational change and inspires others to become champions of change.

External Liaison

Represents Marketing and Communications on committees; liaises with associations, outside agencies, government committees and organizations.

Human Resources Leadership

- Oversees the selection, assignment, training, evaluation, and development of reporting employees within all areas of the portfolio. Fosters equitable practices and inclusive culture that attracts and retains key talent. Identifies high potential individuals and developments leadership for capacity building and succession planning.
- Manages, builds, guides and mentors a highly functioning marketing and communications team while constantly assessing performance, gaps and opportunities for improvement.
- Delegates appropriate authority to administrators and provides clear expectations, information, supervision, and support. Grounded in the organization's values and commitment to reconciliation, provides collaborative leadership and measured direction to the team in advancing strategic goals and objectives. Ensures that all strategic and operational initiatives of the team are completed in a timely basis and carried out consistent with policies and procedures.
- Represents the organization, either directly, as a spokesperson, or a senior support in collective bargaining. Promotes collegiality and synergy with the board, unions, government, external partners, and other stakeholders in a pan-institutional approach that contributes to the safe, respectful, and healthy work environment and community.
- Establishes and maintains effective union/management relationships and works with People Relations and union representatives to resolve problems effectively. May represent management in complaints and grievances.

Cost Management

- Oversees the development of the operating and capital budget for Marketing and Communications.
- Coordinates the consolidation of the Marketing and Communication budgets and ensures distribution of funds to approved projects and ensures financial project management support for approved strategic initiatives.

EDUCATION AND EXPERIENCE

- Master's degree in business, marketing or communications is preferred.
- Minimum 10 years of senior management experience in the marketing and communications function, performing at a strategic level.
- Experience in a complex and highly unionized environment is required.
- An equivalent combination of education and experience may be considered.

REQUIRED SKILLS AND ABILITIES

- Attention to detail is essential.
- Excellent leadership skills with a successful track record of accomplishing strategic and operational goals and objectives.
- Demonstrated success in developing and managing successful marketing campaigns, advertising, social media, and communications plans.

- Proven ability to plan, schedule and direct employees in a deadline-driven environment in which all team members optimize resources, have an eye for detail, and consistently meet deadlines and project requirements.
- Demonstrated ability to build a customer-focused team of subject matter experts who take pride in collaborating with their team and colleagues to attain the organization's goals and objectives.
- Strong understanding of and experience with digital marketing, responsive websites, online advertising, SEO/SEM, mobile marketing, email marketing, social media, and its effective use.
- Outstanding oral and written communication skills; extensive background writing speeches and briefs at the executive level.
- Strong management skills; calm and professional under pressure.
- A solid track record of dealing effectively with the media and serving as Media Spokesperson.
- Proven track record of positively raising an organization's profile.
- Strong team player with a high level of emotional intelligence.
- High level of business acumen.
- Enjoys working in the political arena and has successfully built and maintained relationships with a broad range of stakeholders.
- Creative and capable of delivering a high-quality product with a limited budget.
- Committed to providing exceptional customer service.
- Ability to manage multiple and changing priorities with competing deadlines.
- Experienced in successfully leading major change initiatives in a complex matrixed organization.
- Demonstrated ability to function with a high degree of tact and diplomacy.
- Ability to maintain confidentiality.

WE OFFER

- A collaborative and support team environment
- Autonomy in this role
- Highly competitive total compensation package
- Extended health, medical and dental benefits
- Defined Benefit Pension Plan

Diversity, equity and inclusion is a core value for this client, one that is strongly supported and demonstrated throughout the organization. All qualified applicants will be given fair and equal consideration regardless of ethnicity, race, sexual orientation, gender identity and expression, culture, disability, nation of origin, age, or religion.

If your background and experience meet the stated qualifications and you want to take your career to the next level, please apply by email to hr@chemistryconsulting.ca, citing ***Executive Director, Marketing and Communications*** in the subject line. Please submit a cover letter, and resume detailing your experience and qualifications, as well as outlining why you are interested in this position.

We would like to thank all applicants, however only those selected for an interview will be contacted. No phone calls please.