

Position Overview

Development and Alumni Engagement is currently seeking a Full-time Regular **Executive Director, Strategic Events and Communication**.

Reporting to the Vice President, Development and Alumni Engagement, the Executive Director (ED), Strategic Events and Communications is a member of the Development and Alumni Engagement Leadership Team. The Executive Director will work consultatively with colleagues and develop, execute and support comprehensive event, marketing, and communications plans and projects to increase engagement and achieve development objectives with key constituent groups, including alumni, prospects, donors and friends.

The Executive Director will supervise three Directors and their respective teams, working with them to advance a cohesive brand that is grounded in Energize, the university's \$1.3 billion campaign and Wherever Life Takes You, the university's alumni engagement strategy. The team's portfolio involves integrated marketing across both traditional and digital channels, advertising, creative services (including design, multi-media, photography and videography), promotional materials, publications, social media and website management. In addition, this role implements the deployment strategy for the University's President, ensuring that key stakeholders are invited to relevant events and that metrics, outcomes and follow-up are executed and well-managed.

The Executive Director is responsible for making complex discretionary decisions which guide and impact development communications, stewardship and recognition activities across campus and how the University of Calgary is viewed locally, nationally and internationally as a charitable giving organization. This position has access to highly sensitive and confidential information and the role requires a high volume of work, with morning, evening and weekend hours frequently required. The work demands vision, strategic planning, creativity, entrepreneurial thinking, fiscal accountability, marketing/communications expertise and a commitment to the collection and use of data for metrics and reporting. This position is one of guiding continuous improvement to systems, processes and managing multiple situations with often frequently changing and complex and competing demands. In addition, the ED is responsible for ensuring proactive and effective levels of interactive capacity with other key university areas and institutional partners, particularly with University Relations and the President's Office.

Position Description

Summary of Key Responsibilities (job functions include but are not limited to):

- Oversee budgets, personnel and resources responsible for strategic events, marketing and communications that facilitate engagement and inspire giving among a vast array of stakeholders in support of the University
- Outline alumni engagement events that engage alumni both in Calgary and in other key markets (national and international)
- Oversee the development of campaign websites and works to incorporate active engagement and promotion of online tools to deepen philanthropic commitment to the University
- Manage all aspects of the 1.3B Energize: the Campaign for Eyes High communications strategy, campaign identity, campaign video(s) and online presence
- Provide leadership and counsel to colleagues and team members in the areas of events, marketing, and communications
- Evaluate and make recommendations to the Vice President and co-ordinate with the Leadership Team and staff regarding resource strategies for donor and alumni engagement
- Recruit, hire, ensure orientation and ongoing training, while supporting professional development for the Strategic Events and Communications team
- Conducts regular and ad hoc review meetings with direct reports as well as formal mid-year and annual evaluations
- Ensure that all staff within the portfolio are well-managed and all HR requirements are met. Ensures own actions and those of staff reflect sensitivity to the needs and interest of many campus areas with diverse objectives
- Develop a comprehensive, measurable annual operating plan and budget
- Provide overall direction and leadership to ensure goals are met on schedule

Qualifications / Requirements:

- A post-secondary degree is required, preferably in Public Relations, Marketing or Communications. A Masters degree is an asset
- A minimum of 10+ years progressive experience, preferably in a post-secondary environment or a large, complex organization. This portfolio requires demonstrated success in supporting a high-impact customer-focused environment at a senior level of management. Experience managing diverse teams, programs, and projects is critical
- Excellent communication skills, verbal and written, are required as is significant events management experience. Digital, web, social media and marketing skills will be an asset
- Proven strategic thinking, planning and execution skills are required, with the ability to influence across a broad and diverse community
- Proven ability to formulate and implement long-term plans and goals. Ability to bring life to institutional strategies through events, marketing and communication plans and projects
- Knowledge of Raiser's Edge or similar CRM is an asset as is the ability to analyze and utilize data for planning and decision making
- High level of knowledge about fund development and constituent engagement practices, policies, and procedures
- Capacity to translate and report financial and statistical data
- Excellent verbal and written communication abilities with knowledge of web, digital and social media spaces and tools
- Sound judgment and ethical decision-making capabilities
- Ability to work collaboratively, consultatively, and independently
- Strong customer-focused attitude
- Excellent project and resource and stewardship and recognition planning skills
- Ability to think critically and anticipate and solve problems
- Effectiveness in working collaboratively among all levels of university administration
- Ability to lead and inspire teams and colleagues and engender trust from stakeholders and constituents
- Ability to articulate and execute a strategic vision and navigate change within a large/complex organization

Application Deadline: December 8, 2018

We would like to thank all applicants in advance for submitting their resumes. Please note, only those candidates chosen to continue on through the selection process will be contacted.

Additional Information

This position is classified in the **Management Career Band, Level 4** of the Management and Professional Staff Career Framework.

To find out more about management and staff opportunities at the University of Calgary and all we have to offer, view our [Management and Staff Careers website](#). For more information about Development and Alumni Engagement the visit [Careers in Development and Alumni Engagement](#).

About the University of Calgary

The University of Calgary is Canada's leading next-generation university – a living, growing and youthful institution that embraces change and opportunity with a can-do attitude. Located in the nation's most enterprising city, the university is making tremendous progress on its Eyes High journey to be recognized as one of Canada's top five research universities, grounded in innovative learning and teaching and fully integrated with the community it both serves and leads. The University of Calgary inspires and supports discovery, creativity and innovation across all disciplines. For more information, visit ucalgary.ca.

The University of Calgary recognizes that a diverse staff/faculty benefits and enriches the work, learning and research experiences of the entire campus and greater community. We are committed to removing barriers that have been historically encountered by some people in our society. We strive to recruit individuals who will further enhance our diversity and will support their professional success while they are here. We encourage all qualified applicants to apply, however preference will be given to Canadian citizens and permanent residents of Canada.