**LEVEL DEFINITION**

This level covers positions responsible for conceptualizing and implementing broad public relations and communications strategies for the university.

**TYPICAL RESPONSIBILITIES**

May include: conceptualizing and implementing broad public relations and communications strategies; liaising with external media consultants to develop, promote and safeguard the university's visual identity; providing consultation and recommending communications strategies; and consulting with university stakeholders and partners regarding the University's public identity.

**DECISION MAKING /LEVEL OF ACCOUNTABILITY**

Makes decisions regarding implementation of broad public relations and communications strategies.

**SUPERVISION RECEIVED**

Works within broad policy guidelines and mandates. Work is reviewed in terms of adherence to guidelines and mandates, the achievement of broad goals, and the overall success of communications strategies.

**SUPERVISION EXERCISED**

Manages staff, consultants and external service providers, directly and indirectly through subordinate managers.

**MINIMUM QUALIFICATIONS**

Undergraduate degree in a relevant discipline. Minimum eight years of related experience, or the equivalent combination of education and experience.

*Updated: July 1, 2018*