



OPPORTUNITY PROFILE |
AVP, COMMUNICATIONS & MARKETING

ABOUT SASKATCHEWAN POLYTECHNIC

Saskatchewan Polytechnic is the province's only polytechnic and its primary institution for post-secondary applied education and research. They serve 28,000 distinct students through applied learning opportunities at campuses in Moose Jaw, Prince Albert, Regina and Saskatoon. They offer an extensive range of distance education opportunities. As a member of Polytechnics Canada, they are committed to offering a broad range of educational experiences that are student-centered and industry responsive. They offer more than 150 certificate, diploma and degree programs, as well as 23 apprenticeship programs. Saskatchewan Polytechnic provides the skills and education that the province needs to grow and prosper and has a long history of working with industry and the community to meet education needs.

THE OPPORTUNITY

The Associate Vice President (AVP), Communications & Marketing reports to the Vice President, Strategy and Business Development and is accountable for leading and inspiring approximately 17 FTEs, five of which are direct reports. Employees are based at the four locations across the province. This position is located ideally in Saskatoon, or alternatively in Regina.

The AVP is instrumental in sharing the story of Saskatchewan Polytechnic and inspiring their future, while leading key internal communication strategies that are critical to their strategic priorities and employee engagement initiatives. A dynamic and flexible manner is required to inspire Saskatchewan Polytechnic's brand and communicate their vision. Saskatchewan Polytechnic is the leader of post-secondary applied education and training in the province. The AVP is key in leading the promotion of their communications and institutional strategies to achieve their goals and advance their standing in the national post-secondary education market. Through the development and execution of strategic communications and marketing plans and campaigns, the AVP will lead internal and external communications, and develop advocacy strategies for a wide array of key stakeholders including government and industry partners. This includes creating key communications and briefing documents for the President and Senior Leadership Team. This position is as much anticipatory as it is responsive. Bridging the needs of internal partners through effective and attentive client service is important to the success of this role.

The AVP's portfolio includes:

- being a member of Senior Management Assembly (SMA) and Senior Leadership Team (SLT), and will provide support to the Senior Management Council (SMC);
- will focus on supporting government relations and partnerships with key industry leaders; and will ensure communications and marketing strategies and activities enhance the organization's reputation and culture, and advance the goals and objectives of Saskatchewan Polytechnic.

KEY RESPONSIBILITIES

Communications Leadership and Strategic Planning

- Create enterprise-wide marketing and communication strategies and initiatives that capture and advance the organization's strategic vision and goals. Determine strategies to best connect with audiences in a manner that advances organizational goals and objectives. Audiences may include Saskatchewan Polytechnic employees, students and alumni; national and provincial decision-makers; taxpayers; potential students and people who influence them; public and private sector employers; donors and potential donors; and training system partners.
- Create organization-wide systems and practices through the use of analytics to drive to change.

- Determine the vehicles, modes or methods to communicate, leading best practice and championing for new and innovative ways to develop communication strategies and actions. Promote and develop communications initiatives that advance Saskatchewan Polytechnic's reputation with provincial and national policy-makers and funders and senior business leaders.
- Develop partnerships with internal and external stakeholders and leaders. Listen and understand how to respond to needs and maximize opportunities.
- Demonstrate transparency and effectively articulate communication and marketing strategies and plans that support a vision for change in the department, division and the enterprise as a whole.
- Provide direction in implementing policies, guidelines, processes and practices that govern all aspects of communications and marketing strategies aligned to operations or organizational requirements, including published materials and key communications documents (e.g. Annual Report, Strategic Planning materials).
- Build a culture of entrepreneurial spirit, curiosity, and experimentation in the Communications and Marketing team. Create a safe environment for risk taking, learning, and supporting others through mistakes. Where needed, remove barriers and build systems and processes that encourage and reward innovative ideas.
- Demonstrate and coach others to engage in cross-enterprise collaboration, open and honest relationships, and a respectful understanding of one another.

External

- Partner with Saskatchewan Polytechnic Deans and senior leaders on strategic and tactical communication initiatives that inform and engage the full range of external audiences, including business leaders, taxpayers, provincial and federal government departments, municipal governments, agencies, associations, training partners.
- Engage in consultations and relationship building with external audiences to support the President, the Board, the Vice President, Strategy and Business Development and other senior management. Represent Saskatchewan Polytechnic externally, in partnership with the President, the Vice President, Strategy and Business Development and other senior managers.
- Support collaborative and strengths-based relationships with senior government officials (Federal and Provincial), non-governmental organizations, industry and private sector business leaders.
- Ensure appropriate engagement of media relations partners in support of announcements and issues management with Saskatchewan Polytechnic. Develop a network of media partners to grow our external media agency support.
- Develop and oversee the development of briefing documents, media releases, key messages and speaking notes as assigned by the President or Vice President, Strategy and Business Development.

Relationship Management

Internal

- Demonstrate influence and professionalism in creating and maintaining key relationships with internal partners such as student and academic services, alumni and development, school leaders (deans, associate deans and program heads), and administrative services partners.
- Oversee development and implementation of communications strategies that build community, and inform and engage internal audiences in the pursuit of Saskatchewan Polytechnic's mission, vision, goals and objectives.
- Serve as a resource to the President and Board of Directors on communications and advocacy issues. Provide advice, conduct research and make recommendations for action.
- Show strong leadership presence and accessibility, enable and encourage open-mindedness and bold thinking, generating new ideas that continually enhance the organization, the division and the department.

Risk Management and Mitigation

- Provide leadership in the development, review and dissemination of the Risk Assessment and Risk Management plans.
- Ensure appropriate issues management and crisis communications plans and procedures are in place.
- Monitor key business performance indicators to identify needs for support; e.g., program applications vis-à-vis student recruitment advertising campaign requirements, program marketing needs, etc.

People Management

- Ensure a positive, diverse and inclusive work and learning environment.
- Recruit, orient and retain outstanding staff in pursuit of service excellence aligned to Saskatchewan Polytechnic's values: respect, integrity, sustainability and excellence.
- Coach, develop and mentor direct reports to inspire their creativity and success. Develop and monitor performance objectives and plans for divisional employees that are aligned to overall strategic objectives. Remove barriers to maximize execution and client service. Build a culture of entrepreneurial spirit, curiosity and experimentation in the division.
- Hold employees accountable for outcomes and a high level of performance by addressing people management issues within the division in a timely manner. Attend to issues in a sensitive and professional manner.
- Plan for future key leadership roles by ensuring succession and workforce planning initiatives are implemented within the division.
- Promote strong employee engagement.

Resource Allocation

- Ensure resource allocation for all divisional programs and services is aligned with the Multi-year Business Plan.
- Assist other parts of the enterprise to identify communication and marketing operating and capital requirements.

- Develop and manage both operational and capital budgets in accordance with divisional objectives; monitor the division's progress in meeting divisional objectives, project plans and priorities as set in out the Multi-year Business Plan.
- Develop innovative solutions to resource challenges while ensuring alignment with, and support of, Saskatchewan Polytechnic's strategic plans.
- Provide monthly and ad hoc reports to the Vice President, Strategy and Business Development as required.
- Ensure divisional resources are allocated according to budget.
- Ensure efficient and effective expenditure of resources.

THE PERSON

A graduate degree in communications, public relations or marketing is preferred. Applicants should be experienced in leading a creative team with minimum 7 years of experience in a marketing and communications position, including five years at the senior management level. An equivalent combination of education and experience will be considered.

REQUIRED COMPETENCIES

Leads Transformation

Anticipates emerging trends and creates opportunities that shape and transform the organization and the polytechnic sector in Canada.

Inspires Courage & Innovation

Models and enables creative thinking, curiosity, and calculated risk taking to create new solutions and enable transformative change.

Cultivates Strong Relationships

Builds strong and trusting internal and external relationships and brings a stakeholder and learner-centric mind set and focus to all elements of the organization.

Drives Operational Excellence

Leverages business insight, financial acumen, and operational rigor to maximize productivity and build long-term, sustainable success.

Builds Leadership & Culture

Brings authenticity, emotional intelligence and accountability to develop leadership effectiveness in individuals, teams and our culture.

COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

FOR INFORMATION: PLEASE CONTACT

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