



# Associate Vice President, Communications

## THE UNIVERSITY OF BRITISH COLUMBIA

### Vancouver, BC

UBC's ongoing story is about the expansive environment and refreshing openness around how people at the University learn, explore, and give back; how individuals are encouraged to tackle difficult questions and take on tough challenges, while at the same time being engaged and forging strong ties with the communities it serves locally, nationally, and internationally. The new Associate Vice President (AVP), Communications is a pivotal leadership role which will have a sharp focus on strategic communications and marketing, along with innovative brand building of one of the world's great universities.

This AVP will be a collaborative and collegial leader and will work with talented team members in helping to shape an integrated marketing communications approach to advance UBC's place on the world stage. The position oversees the development and implementation of comprehensive strategic and operational plans that involve a diverse group of stakeholders inside and outside the campuses and creates a new and innovative style of engagement with the University as it enters its next century of operation. A cross-functional emphasis that embraces digital social media and social marketing, media partnership, internal communications, overall strategic communications and related public affairs activities to inspire and rally colleagues and diverse stakeholders.

The ideal candidate will be a highly capable and trusted advisor to the Vice President, External Relations, to whom this position reports. Bringing many years of strategic marketing and communications expertise within a multi-layered, diverse and complex organization, the candidate will be known for their fresh approach, vision and strong leadership in pulling together teams of people from across a portfolio to focus on common objectives and create alignment to the mission of UBC through a shared ownership model. Proven ability in translating marketing and communications concepts in a collaborative manner is mandatory, along with seasoned leadership skills, sound judgment, foresight and the highest of professional ethics, all while embracing and immersing oneself in the culture of the institution.

If you are ready to bring an inclusive, consultative and proactive approach to a university setting, where you will provide an environment that fosters new ideas, critical thought, and innovative approaches, please submit your application to **George Madden** and **Shelina Esmail** 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.*

*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.*



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