Position Title: Vice-President (University Relations)

Date Completed: November 2012

**Purpose:**

Reporting directly to the President, with ongoing consultation on major operational matters with the Provost and Vice-President (Academic) in his/her capacity as Chief Operating Officer, the Vice-President (University Relations) leads a portfolio charged with advancing the relationships, reputation, and public resources of the University of Alberta through relationship building, strategic communications, and value-added service.

Without restricting the generality of the above statement and in accordance with Article 82(2) of the Post-Secondary Learning Act, the Vice-President (University Relations) has the following powers, duties and functions as assigned by the Board of Governors on the recommendation of the President:

**Key Accountabilities:**

- Provides strategic counsel to the President on all issues related to government and corporate relations, marketing, communication, stakeholder relationships, and institutional reputation. Supports the President in her role as Chief Spokesperson for the University and identifies opportunities for other University leaders to communicate the institution’s message and mission.

- Advances public understanding of, and advocacy for, the University of Alberta and its growing position of importance among post-secondary institutions regionally, nationally, and internationally.

- Promotes and protects the spirit, values and integrity of the institution by ensuring marketing and communications, alumni relations, government relations, community relations, and international relations reach and maintain a level of sophistication and impact typical of world-class, research-intensive public universities.

- Establishes a standard of excellence for communications, outreach, and stakeholder relations activities across the institution. Ensures University messages are coordinated, strategically positioned, and effectively communicated, in order to further the University’s ability to meet its institutional objectives.

- Develops international relationships through activities that build reputation with international stakeholders and global communities.

- Oversees the development and implementation of institutional strategies that position the University among the top universities nationally and internationally. Ensures that University Relations’ priorities, strategies, plans and programs align with the University’s academic planning and priorities. Champions proactive strategies to link the University to its relevant stakeholders in ways that both serve stakeholder communities and advance the institution.

- Integrates the University’s internal communication objectives with its external positioning strategy to ensure a consistent and coordinated message to the University’s various communities.
• Communicates the U of A’s vision and goals to the internal community of faculty, staff and students, and fosters an environment of dialogue, transparency and involvement in moving toward the achievement of those goals.

• Builds reputation through envisioning and providing oversight of the content and design of the University’s web presence.

• Provides leadership to a local, provincial and national government relations program. Works with other members of the leadership team to identify key policy and funding issues of strategic importance to the University and develops a comprehensive approach to addressing these issues.

• Oversees crisis communications initiatives in support of the University’s overall crisis response plan.

• Builds community pride in the University of Alberta through development of an effective, contemporary and forward-thinking community relations program.

• Builds a senior team within his/her portfolio committed to fulfilling the vision, goals and priorities necessary to ensure the long-term success of the Portfolio and the University.

• Participates as an active member of the President’s executive committee to establish institutional vision and goals, and to effectively communicate and organize to achieve those goals.

• Maintains a professional reputation which preserves the values and standing of the University and permits him or her to effectively represent the many achievements of the University both internally and externally.

• As a member of senior administration, participates actively on Board and other committees relating to the areas of mandated responsibility.

• Carries out other responsibilities as set out in policies and procedures approved by GFC and/or the Board of Governors.