

## **Director of External Relations**

**Time Type:** Full time

**Employment Type:** Permanent

**Location:** United College at the University of Waterloo

**Job Grade:** Grade L

**Hiring Range:** \$93,042 - \$116,302

**Reports to:** President

**Direct Reports:** Communications Officer, Marketing & Recruitment Officer

**Posting Information:** Posting will close on February 6, 2026 at 11:59 pm

### **Primary Purpose**

Reporting to the President, the Director manages and provides strategic direction to the College's work in communications, branding, fund-raising, and alumni relations. As a member of the College's leadership team, the Director collaborates in the overall management of the College as a whole and is expected to be supportive of the full range of institutional activity. Finally, the Director manages the College's relationship with those offices at the University of Waterloo and at the other federated/affiliated institutions that work in the areas of advancement, communications and marketing.

Primary accountabilities include: the effective promotion of the College brand among key external audiences; the support and growth of a loyal network of alumni; a consistent increase in external funding from donations and grants

### **Key Accountabilities:**

- Develops and maintains a very good working knowledge of UTD activities, priorities and needs in student life, academic programming, social/Indigenous entrepreneurship
- Provides effective direction, supervision and mentorship to other staff members in External Relations
- Takes responsibility for a comprehensive External Relations strategy that effectively promotes the College and its brand
- Maintains warm relations with key alumni and works to cultivate new alumni friends
- Takes responsibility of signature events, including the annual golf tournament, Stanley Knowles Dinner & Lecture, and the Alumni awards
- In consultation with the President and other senior leadership, the Director External Relations will help to establish key fundraising initiatives that include but are not limited to: program funding for operating costs; capital campaigns; student scholarships and awards; ongoing endowments; and special projects as identified. These goals will be achieved through:
  - a. Actively identifying and nurturing relationships with foundations, governments and corporate enterprises
  - b. Leading and writing grant proposals, and contributing to joint grant proposals that involve other University leaders
  - c. Leading the cultivation, solicitation and stewardship of supporters.
- Ensures systematic documentation of relevant advancement information and data
- Manages the unit budget

- Provides regular reports to the President on all unit activities
- Demonstrates an awareness of and respect for an equity and diversity lens when approaching communications and fundraising projects

**Required Qualifications:**

Education:

- An undergraduate degree is required; a Master's degree or the completion of formal training in advancement, communications or marketing is an asset

Experience:

- 3-5 years' experience in communications/advancement/marketing work including experience in a management position.
- Demonstrated success in fundraising from individuals, corporations, grantors, and foundations
- Experience providing effective supervision of staff
- Demonstrated record of effective relationship building and stewardship

Knowledge/Skills/Abilities:

- The capacity to understand, articulate and sell the College brand and the College story
- Outstanding communications skills in writing, presentations, and conversation.
- Knowledge of fundraising principles, practices and requirements
- Ability to generate successful fundraising proposals and grant applications
- Knowledge of Raiser's Edge (asset)
- Capacity to plan and effectively deliver events
- Capacity to provide effective leadership to a small team
- Capacity to work well with, and contribute effectively to, a team of management peers

**Equity Statement:**

United College is committed to providing equal employment opportunity to all individuals. The College is committed to removing any and all discriminatory attitudes or practices that might impede equal opportunity.

The College further recognizes that members of certain groups have been historically subject to discrimination in our society and continue to face barriers to equitable employment opportunity. The College is therefore committed to the principle of equity in employment for marginalized groups.

Positions are open to qualified candidates who are legally entitled to work in Canada.

United College is committed to accessibility for persons with disabilities. If you have any application, interview, or workplace accommodation requests, please contact Human Resources at [chone@uwaterloo.ca](mailto:chone@uwaterloo.ca) or 519-885-1460, ext. 25227.