Queen’s University - Director, Digital Strategy

One of Canada’s leading universities, Queen’s has a long-standing reputation for academic excellence, research, student experience and leadership, and an engaged alumni network. With the highest graduation rate in the country, extraordinary people at Queen’s are connected with an unrivalled community. Queen’s is a member of the U15 group of Canada’s leading research-intensive universities that focus on the imperative connection between research prominence and undergraduate education.

Queen’s is home to more than 25,000 students, researchers, professors and staff. Queen’s is located in the heart of the community in historic Kingston, situated on traditional Anishinaabe and Haudenosaunee Territory, midpoint between Montreal, Toronto, and the nation’s capital. As one of Canada’s oldest medical/doctoral universities, Queen’s takes pride in its faculty, its highly engaged and committed student body, and its active alumni network. The University recently launched an ambitious faculty renewal plan that will see Queen’s hire 200 new faculty over the next five years, the largest recruitment plan the University has ever undertaken.

In this newly created role and reporting to the Associate Vice-Principal, Communications (AVPC), the Director, Digital Strategy (Director) is responsible for developing a vision for Queen’s University’s primary web, social media, and mobile strategy. Existing at the intersection of business, creativity, media and data analytics, the Director reflects the University's commitment to be a leader in the digital future of higher education. This position is integral to the overall communications and engagement strategy of the university. As a senior director, the Director works closely with VP, University Relations (VPUR), the AVPC, executives and senior administration, University Relations senior management team, and faculty marketing and communications representatives to develop and implement consistent digital strategies communication and responses to university-wide concerns. As a key digital communications advisor, the Director regularly strategizes with the University Relations senior management team to enhance and protect the University’s brand and reputation, and to promote its strategic objectives.

To qualify for this exciting opportunity, you bring a bachelor’s degree in a related field along with 6-8 years of progressive leadership experience managing digital content for a company or institution of higher education or other enterprise with a combined social media following of ideally over 100,000. You will bring 5+ years managing a creative staff with 3+ years experience working with design and technical teams to overcome user-experience challenges. You have deep knowledge of best-in-class analytics tools, a strong ability to draw insights from to drive strategy and understanding of best practices in reporting metrics and a strong understanding of web accessibility requirements, and current Federal and Provincial legislation in this regard. You possess advanced knowledge of e-solutions, and current and emerging digital technologies (e.g. mobile, search engine optimization (SEO), and content management strategies). You will have excellent interpersonal, communication, and creative skills, and the ability to collaborate and build consensus among multiple stakeholders and the senior leadership.
Applications are encouraged immediately and should be submitted online at https://www.odgersberndtson.com/en/careers/15385. We thank all those who express an interest, however only those chosen for further development will be contacted.

The University invites applications from all qualified individuals. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by both Odgers Berndtson and Queen’s University throughout the recruitment, selection and/or assessment process to applicants with disabilities. Queen’s is committed to employment equity and diversity in the workplace and welcomes applications from women, visible/racialized minorities, Aboriginal/Indigenous peoples, persons with disabilities, and LGBTQ+ persons. All qualified candidates are encouraged to apply; however, in accordance with Canadian immigration requirements, Canadian citizens and permanent residents of Canada will be given priority. The University will provide support in its recruitment process to applicants with disabilities, including accommodation that takes into account an applicant’s accessibility needs. If you require accommodation during the interview process, please contact: sue.mahon@odgersberndtson.com