



Lakehead
UNIVERSITY

Vice-President
External Relations
EXECUTIVE BRIEF

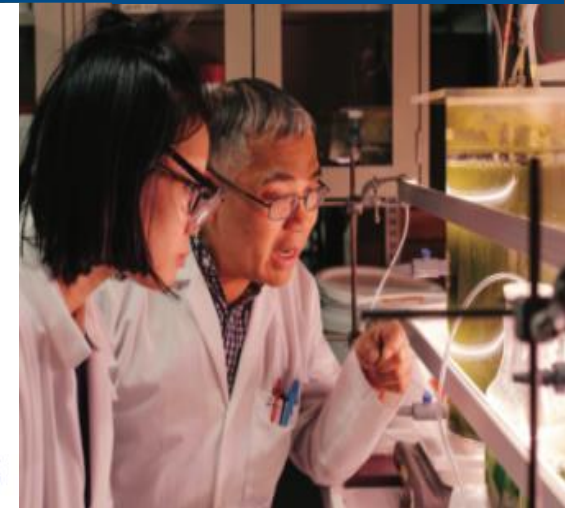




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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of Lakehead University. For more information about this new role, please contact Tara George, Partner / Lead, KCI Search + Talent or Samantha David, Senior Search Consultant at Lakehead@kci talent.com. All inquiries and applications will be held in strict confidence.

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **November 26, 2020**.

Lakehead University is committed to creating a diverse and inclusive environment and welcomes applications from all qualified individuals including women, racialized persons, Indigenous people, persons with disabilities and other equity-seeking groups. The academic rank of the appointment will be commensurate with the qualifications of the successful candidate. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority, in accordance with Canadian immigration requirements.

Lakehead University is committed to supporting an accessible environment. Applicants requiring accommodation during the interview process should contact Tara George with any enquiries or for assistance.



Vice-President, External Relations Lakehead University

THE OPPORTUNITY

Lakehead University is seeking an outstanding communicator, strategist and community builder to be our next Vice-President External Relations. External Relations is a vital portfolio at Lakehead and plays a critical role in advancing the University's strategic priorities, and building and promoting key relationships with our diverse internal and external audiences.

Reporting to the President & Vice-Chancellor and a member of the Executive Team, the Vice-President, External Relations will be responsible for providing a comprehensive, integrated approach to communications, marketing and web development, advancement and philanthropy, alumni engagement, and with government relations. The Vice-President will lead and motivate the External Relations team to create transformative opportunities for our students and communities by building the Lakehead brand locally, nationally and internationally while inspiring our Alumni, Staff, Faculty and friends to engage with, and invest in the University.

The Vice-President holds primary responsibility for leading the development and execution of the strategic priorities that comprise the key pillars of the External Relations portfolio, including:

1. Communications, Marketing and Web Development
2. Philanthropy
3. Alumni Engagement and Annual Fund
4. University and Donor Events

This is an exciting time to join Lakehead University and guide the execution of a revitalized external relations strategy that strategically builds the Lakehead brand across all our key market segments, while providing excellent leadership to a high performing and committed External Relations team.

The new Vice-President will be based in Thunder Bay, Orillia or anywhere in Ontario with acknowledgment that frequent travel to the Thunder Bay and Orillia campus locations will be required.

ABOUT LAKEHEAD UNIVERSITY



Lakehead University's vision is to provide a transformative university experience grounded in exceptional scholarship and student potential. In 2020, Lakehead University celebrates 55 years of providing an exceptional education focused on independent thinking, unconventional scholarship, and a close sense of community. Lakehead is home to the Bora Laskin Faculty of Law, the Northern Ontario School of Medicine, and faculties of Engineering, Business Administration, Health & Behavioural Sciences, Social Sciences & Humanities, Science & Environmental Studies, Natural Resources Management, Education, and Graduate Studies.



#1 Undergraduate Research University in Canada for the past 5 years

96.7% of Students Employed within 2 years of Graduation

\$11M in Scholarships and Bursary Awards

Approximately 10,000 full-time equivalent students and 2,100 faculty and staff learn and work in 10 faculties at the 2 campuses. The national and international alumni number is over 65,000. We are the university of choice for First Nation, Métis and Inuit learners who account for approximately 14% of the total student population at Lakehead's Thunder Bay and Orillia campuses – and this vibrant population is growing.

Dynamic, modern, and highly learner-centred, we acknowledge all our students as valued leaders of tomorrow, whose education and success are most paramount to our institution. Both campuses in Thunder Bay and Orillia promise the total university experience: a blend of academic excellence and opportunity with a rich variety of social and recreational activities. We also promise excellence in research; Lakehead is the proud host of eleven Canada Research Chairs and revolutionary facilities such as our world-renowned *Paleo-DNA Laboratory* and our *Biorefining Research Institute*.

Maclean's 2020 Canadian University Rankings placed Lakehead second overall among five primarily undergraduate Ontario universities and top two among Ontario's undergraduate universities for Total Research Dollars, Scholarships and Bursaries, Student Awards, Experiential Learning and Library Expenses. For five consecutive years, Re\$earch Infosource ranked Lakehead first among Canada's undergraduate research universities.

2018-2023 Strategic Plan



Lakehead University's 2018-2023 Strategic Plan is built around five interrelated and interconnected strategic themes that were created by based on widespread collaboration and input from Lakehead's communities. These themes include: academic excellence, social responsibility, local and global partnerships, entrepreneurship and innovation, and capacity development. Each of these themes will help Lakehead University achieve its vision.

- ❖ **Academic Excellence:** Lakehead University will stimulate a lifelong quest for knowledge through unique, high quality, transformational undergraduate and graduate teaching, learning, and research experiences that encourage critical thinking and position students for success beyond the University.
- ❖ **Social Responsibility:** Lakehead University is committed to social justice and will make a significant contribution to our communities and society as a whole through our programs, research, and the wide range of activities undertaken by our faculty, staff, students, and alumni.
- ❖ **Local and Global Partnerships:** Lakehead University will develop informed education, research, and service strategies and opportunities through connections with local and global partners and relationships with Indigenous partners.
- ❖ **Entrepreneurship and Innovation:** Lakehead University will be a leader in entrepreneurship and innovation in Northwestern Ontario and Simcoe County in support of culturally appropriate and environmentally sustainable social and economic objectives.
- ❖ **Capacity Development:** Lakehead University will be recognized as a high performing, efficient, and innovative academic environment that supports world-class scholarly activity.

Campus Locations

Lakehead Thunder Bay



Lakehead Thunder Bay is located on the traditional lands of the Fort William First Nation, Signatory to the Robinson Superior Treaty of 1850.

Nestled under the shadow of the stoic Sleeping Giant, in the heart of the city, our Thunder Bay campus is among the most picturesque in the nation. Many of the University's buildings are grouped around Lake Tamblyn and our residence complexes hug the banks of the McIntyre River.

Fieldwork and hands-on learning are integral to a high number of our programs, taking advantage of the vibrant, natural laboratories right in our backyard. Our northern landscape also presents ample opportunity for world-class outdoor sports and activities. Students here can opt to take a ski break or hiking trip between study sessions and maintain an ideal work-play balance with ease. Over 7,500 students call the Thunder Bay Campus home.

Facilities belonging to a wide array of professional options are located on the Thunder Bay Campus including nursing, kinesiology, forestry, business, engineering, education, social work, law, and medicine.

Lakehead Orillia

Lakehead Orillia is located on the traditional territory of the Anishinaabeg. The Anishinaabeg include the Ojibwe, Odawa, and Pottawatomi nations, collectively known as the Three Fires Confederacy.



In 2016, Lakehead University celebrated the 10th anniversary of the Orillia Campus, which opened in September 2006 at Heritage Place in downtown Orillia. We now have over 1,500 students studying at the Orillia Campus.

Lakehead Orillia offers a unique interdisciplinary studies option, combining the arts and sciences, as well as programs in business, education and social work.

In 2012, Lakehead University and Georgian College announced a new partnership agreement to offer the students of Orillia and Simcoe County post-secondary joint degree diploma opportunities - packing a one-two punch with future employers. The partnership is growing and delivers four unique integrated degrees.

EXTERNAL RELATIONS AT LAKEHEAD UNIVERSITY

The External Relations Team works side-by-side with our Alumni, donors, students, communities, faculty, staff and government to ensure that Lakehead delivers an outstanding student experience that will help our graduates transform the world through their exceptional and unconventional accomplishments.

- **Communications, Marketing, and Web Development:** Provides strategic and creative leadership promoting Lakehead University's brand and unique position in the marketplace, working to advance Lakehead's image and reputation with key audiences.
- **Philanthropy:** Builds relationships with a diverse group of donors who support Lakehead through the Annual Fund, Legacy Gifts and Major Gifts. The Philanthropy Department received a total of \$3.4 million in gifts in 2018/19. Eighty percent of these donors were returning donors with 64% of Alumni donating to the University.
- **Alumni Engagement and Annual Fund:** Works in partnership with the Alumni Association to create and deliver programs, services and communications to engage over 60,000 Lakehead alumni around the world, encouraging life-long relationships between them and Lakehead University. We also act as an engagement and outreach resource for students, staff and faculty, and welcome the opportunity to consult about newsletters, reunions, gatherings and fundraising projects. Our office also coordinates the Lakehead Annual Fund, which includes payroll deduction and monthly giving.
- **University and Donor Events:** External Relations supports, develops, and/or delivers over 50 events yearly. The planned events promote Lakehead University to internal and external stakeholders, and range from private gatherings such as donor events, to very large ceremonies and celebrations such as convocation and the annual Chancellor's Dinner. The Office of Donor Events manages and support many events for External Relations, and for the Lakehead University Board of Governors, President's Office and various other University departments on both campuses, as well as in the GTA and Toronto area.
- The Director of **Government Relations** currently reports to the President but works closely with External Relations and with their leadership team. Government Relations is responsible for strategically promoting the relevance of academia, research and innovation and capital projects and special initiatives with all levels of government. Government Relations at Lakehead University is all about connecting with policymakers so that we can help them conduct their business of formulating and executing public policy in a way that reflects all our interests.

The newly established **Community Zone** will be housed in External Relations and is the central point for cultivating and accessing the breadth of programming and services offered by Lakehead University in support of Community Learning. It will provide an integrative function for the essential, cross-departmental, community focused programs and activities found on both campuses and online. Its goal is to provide accessible paths to academic, professional, and lifelong learning opportunities that support our local, regional, national, and global learners.

With staff in Thunder Bay, Orillia and Toronto, the External Relations team continuously strives to meet the needs of our Northwestern and Simcoe County communities while also supporting our reach with elected officials, professional organizations, alumni, donors, corporations, and prospective students domestic and international recruitment and provides office space for visiting staff, faculty and alumni.

ADDITIONAL BACKGROUND & RESOURCES

- [2018/2019 Annual Report](#)
- [Strategic Plan](#)
- [Academic Plan](#)
- [Research Plan](#)
- [Indigenous Initiatives](#)
- [Equity, Diversity, Inclusion Action Plan](#)
- [Thunder Bay Campus](#)
- [Orillia Campus](#)
- [University Governance](#)
- [Lakehead Athletics](#)

KEY AREAS OF RESPONSIBILITY FOR VP, EXTERNAL RELATIONS

Leadership

- Function as a key member of the Executive Team and lead External Relations and advise on matters of policy and priorities to further the University's Strategic Plan along with the Academic and Research Plans
- Provide strategic counsel to the President on all matters related to external relations including the following: Alumni and Community Engagement, Marketing, Brand and Web Development, and Philanthropy, and, as necessary, Government Relations in collaboration with the Government Relations Director
- Lead and leverage department resources to support faculty, staff, students, the Alumni Association, Administration, and the Board of Governors in their external relations related efforts
- Build vision and provide oversight to ensure execution, tracking and progress of key objectives in the External Relations portfolio
- Motivate and monitor a team of 30+ to deliver the External Relations strategy and plan
- Plan and manage the financial resources of the External Relations portfolio

Communications, Marketing and Web Development

- Develop and execute plans and tactics that enhance the Lakehead brand with internal and external audiences and that are aligned with the Lakehead University *Strategic Plan*, *Academic Plan*, and *Strategic Enrolment Management Plan*
- Drive the execution of pan-university communications and marketing initiatives, ensuring the effective use of resources and integration with central communications and key marketing objectives
- Oversee the delivery of infrastructure updates, strategies and tactics to ensure a strong web and social media presence
- Collaborate with the Office of the Provost and associated direct reports to create and deliver a robust multi-year plan that elevates local and global student recruitment and retention
- Provide strategic input and oversight of activities such as the storytelling program and other creative and timely initiatives to celebrate and recognize donors, faculty, staff and students
- Oversee the delivery of university publications such as the Annual Report, Journey Magazine, Alumni E-Zine and other publications as required
- Advance Lakehead's image and reputation by disseminating news; developing and implementing internal and external communications, strategic marketing; and developing strong relationships with key constituency groups, including alumni, donors, community groups and all levels of government

- Ensure and oversee the launch of student focused initiatives related to expanding financial aid, developing institutional pride and brand, and establishing mentoring relationships between alumni and students

Philanthropy

- Lead the implementation of the Institutional Campaign in close collaboration with the President and Executive Team
- Lead fund development initiatives to achieve annual and multi-year revenue targets
- Deliver the highest quality of donor stewardship through the implementation of a renewed Stewardship Program Plan
- Build and lead a culture of philanthropy amongst staff, students, alumni and the community that increases interest and investment in the University
- Advance fundraising for key University projects including scholarships at both campuses and campus operations support

Alumni

- Build a strong, collaborative relationship with the Alumni Association to deliver the 2019-2024 Alumni Engagement Plan: *Lakehead for Life*
- Build and oversee a vibrant alumni network of programs and activities that successfully engages and builds lasting relationships between Lakehead and local and international alumni
- Maintain the Department as an information and advisory resource “hub” for students, staff and faculty that provides timely support and guidance regarding communications initiatives, events and other projects

Donor and University Events

- Oversee the Donor Events office to ensure effective and efficient provision of event services to the Board of Governors, President, and departments at both campuses and in the GTA
- Monitor donor and university events to ensure they continue to enhance External Relations and University strategic objectives

Government and Community Relations - The Director of Government Relations currently reports to the President but works closely with the External Relations leadership team. The Vice-President External Relations will assume the following responsibilities related to Government Relations.

- Work collaboratively with the Director of Government Relations to develop and deliver the Government Relations plans
- Monitor the external environment to best position the University with all levels of government
- Strengthen the Lakehead brand through solutions-based advocacy and thought leadership
- Create strategies and plans that build broad-based support for priority projects at the University
- Act as a spokesperson for Lakehead when appropriate, while supporting and engaging the President, Executive Team, faculty, staff and others as spokespeople in support of the University on relevant issues within their areas of knowledge and expertise
- Develop and maintain positive and collaborative relations with key stakeholders in our local communities
- Work with the Director of Government Relations to establish and maintain relationships with key influencers from all political parties at the local, provincial and federal levels

- Participate in community events, public forums, conferences and other events to enhance and support Lakehead's profile

In addition, the Vice-President External Relations is required to provide information as required for the Board of Governors External Relations Committee, to attend Senate as an Official Observer, and to participate in various others University committees and working groups as necessary.

REQUIRED QUALIFICATIONS AND COMPETENCIES

- A Bachelor's and a Master's degree in a related field preferred
- Executive-level experience in external relations including communications, marketing, alumni and/or community relations, philanthropic giving and government relations
- History of leading and managing high-functioning staff and volunteer teams
- Successful administrative leadership experience
- Experience working within the post-secondary education sector or within a complex, multi-level environment preferred
- Highly developed knowledge and skills in community and public/media relations, communications, marketing strategies, digital communications, crisis communications, issues management, social media, and the academic publications process
- Strong understanding of major, annual, legacy giving and donor stewardship programs with the commitment and aptitude required to build a culture of philanthropy
- Proven success developing and executing initiatives to strategically position and increase an organization's profile, reputation and engagement with a diverse range of stakeholders
- Ability to mobilize diverse groups to work collaboratively, effectively and successfully to advance strategic objectives
- Highly adept problem solving and prioritizing skills with the ability to manage multiple tasks within a fast-paced environment
- Exceptional verbal and written communications skills
- Ability to model complete discretion with sensitive information and in sensitive situations
- Demonstrated commitment to learning and student success. Experience working with students and student leaders an asset
- Demonstrated understanding and commitment to creating an environment and modelling a workstyle that is inclusive, diverse, equitable and accessible
- Proven ability to work with and foster positive relationships and partnerships with internal and external stakeholders including, but not limited to, Indigenous leaders, organizations and councils, in order to advance Lakehead's mission, vision and priorities

BIOGRAPHY - Dr. Moira McPherson, President & Vice-Chancellor



Dr. Moira McPherson became Lakehead University's seventh President & Vice-Chancellor on September 1, 2018, after serving as Interim President & Vice-Chancellor between January 2018 and September 2018. Prior to that, she served as the institution's Provost & Vice-President (Academic) since 2012, where she provided strategic leadership for institutional visioning for academic and community connections, international recruitment and partnerships, as well as program development, accreditations, and resource allocations.

Dr. McPherson began her progressive career at Lakehead University in 1987 as an Assistant Professor in the Department of Physical Education and Athletics. After seven successful years as Director of the School of Kinesiology where she established a strong reputation as a dynamic applied scientist and coach facilitator, Dr. McPherson's effective collaborative leadership approach led her to being named Associate Vice-President (Academic), a position that saw her design and implement some pivotal new academic processes to achieve the University's academic goals. After stepping in to serve as Acting Vice-President (Academic) in 2010, she was appointed Deputy Provost in 2011, and subsequently appointed as Provost & Vice-President (Academic) in 2013.

Dr. McPherson's understanding of, and commitment to, Lakehead University continues to be demonstrated through her capacity for strategic leadership, a purposeful dedication to students, and her influence on several high impact projects. These projects include the Lakehead University-Georgian College Partnership, a collaboration that is designed to meet the needs of students and employers in Simcoe County; the Gichi Kendaasiwin Centre, a capital project to support a vibrant Indigenous student, faculty and staff presence and foster greater connections with communities; and Lakehead's immersive technology initiative, Lakehead's distance delivery experiences designed to connect learners in rural and remote communities, and now around the world.

Dr. McPherson led the development and implementation of Lakehead University's 2012-2017 Academic Plan, the University's transition to the Institutional Quality Assurance process, and to a Strategic Enrolment Management Framework. She has led the development of the University's Strategic Mandate Agreements, and established and maintains oversight on the implementation of the Integrated Planning and Budgeting Process. Her leadership continues to ensure the University's strategic priorities are embraced and realized through its Strategic and Academic Plans.

Dr. McPherson served two terms on the Ontario Universities Council on Quality Assurance, was a member of the Executive Committee for the Ontario Council of Academic Vice-Presidents, and served as the Chair of the Board of Directors for the Northern Ontario School of Medicine (NOSM). She currently serves on the Council of Ontario Universities' Executive Heads Committee, Universities Canada's University Women's Leadership Advisory Group and its International Subcommittee, and is the Vice-Chair of NOSM's Board of Directors. Dr. McPherson's active involvement in foundations and other organizations includes her work with The McConnell Foundation's Initiative on Regional Reconciliation and the Northern Ontario Health Innovation Cluster.

Dr. McPherson holds a PhD specializing in Applied Biomechanics from the University of Alberta, and has been regularly sought out for her scholarly and professional expertise in applied kinematic and biomechanical skill analyses by both national and international organizations.

OUR COMMUNITIES

Thunder Bay



With a population of 107,909, Thunder Bay is the largest city by population in Northwestern Ontario and with 2200 hours of sunlight each year, it's the sunniest city in eastern Canada. The city is often referred to as the "Lakehead", or "Canadian Lakehead", because of its location at the end of Great Lakes navigation on the Canadian side of the border.

Thunder Bay is home to a variety of music and performance arts venues including the Thunder Bay Symphony Orchestra, the only professional orchestra between Winnipeg and Toronto. It is also home to the Thunder Bay Art Gallery which has a collection of national significance and specializes in the works of Indigenous artists.

Thunder Bay's proximity to the wilderness of the Boreal forest and the rolling hills and mountains of the Canadian Shield allow its residents to enjoy its natural beauty and engage in active lifestyles. With 150,000 lakes and rivers in the area, it is the Gateway to Northwest Ontario. There are many world-class attractions and historical sites to explore in Thunder Bay such as the Fort William Historical Park. This historical park is also home to one of the largest telescopes in Central Canada located on site in the David Thompson Astronomical Observatory. Thunder Bay is also home to the iconic Terry Fox Monument which commemorates cancer research activist Terry Fox's Marathon of Hope.

For more information on things to see and do in Thunder Bay, please follow the links below:

[Things to See and Do](#)

[Parks and Scenic Views](#)

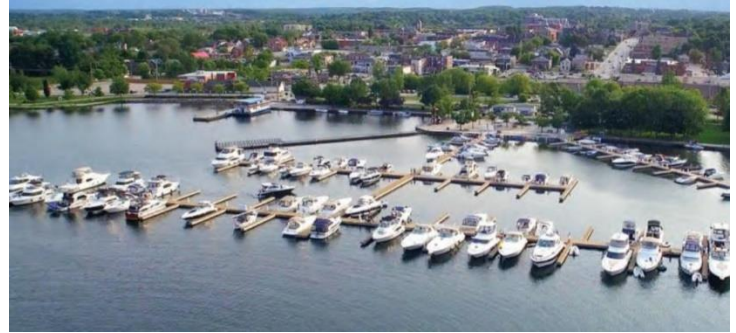
[Winter Recreation](#)

[Shopping and Dining](#)

Orillia/Simcoe County

Less than 90 minutes from Toronto, the city of Orillia is positioned on the shores of Lake Couchiching and Lake Simcoe and offers year-round opportunities for recreation, culture and heritage.

Quality of life is unbeatable in this city surrounded by two lakes, where outdoor pursuits are available in all seasons and are enjoyed by both visitors and residents. It is located in Simcoe County and in the heart of Ontario's Lake Country, one of Ontario's most beautiful cottage country areas.



Residents have access to an excellent hospital as well as a range of other public services, including a new state-of-the-art recreation complex, and a brand-new public library, which complement a community that also boasts a thriving, historic downtown.

Major employers include the Ontario Provincial Police Headquarters, Casino Rama and Nordia.

Outdoor enthusiasts will find lots to do in the beautiful natural surroundings of the region. A 9.5 km paved link of the Trans Canada Trail winds through the City connecting its parks, the Port of Orillia, and heritage sites. The home of Gordon Lightfoot and the renowned Mariposa Folk Festival, Orillia is a centre of creativity, with the Orillia Opera House, Orillia Museum of Art & History, the Stephen Leacock Museum and numerous arts and culture groups offering year-round performances and activities.

With our campus locations at University Avenue and in downtown Orillia, Lakehead Orillia offers easy access to all the opportunities that the City and Simcoe County have to offer.

ORGANIZATIONAL CHART – LEADERSHIP TEAM

