Senior Director, HR Communications

Position Summary

The Sr. Director, HR Communications will design and implement a comprehensive communications strategy and employee value proposition to ensure that HR communication aligns with the University culture and HR values. This position will oversee and manage all Human Resources communications and all functional updates and employee focused HR communications, ensuring they are ready for public consumption and are consistent in messaging, style, tone, and language. The position is responsible for maintaining the integrity of the UVA brand by collaborating with communications teams across the University to support UVA’s strategic and operational goals and objectives.

Responsibilities and Duties

Sets Direction/Plans

- Leads the design and implementation of an integrated HR communications strategy and employee value proposition, which includes the research and writing of a plan with objectives, program recommendations, measurable outcomes and the execution of communications activities
- Works closely with the CHRO, Change Management team lead, and HR executive team across all HR functions to co-develop an over-arching strategic communications plan to support the employee value proposition and HR’s mission, goals and objectives
- Ensures alignment with University and Medical Center brand communications
- Collaborates with all other communications functions across the University to produce high-quality communications, that are coherent and in alignment with the reputation of the University; Regularly meets and conducts numerous communications activities with these teams to discuss and determine consistent UVA messaging, language, and tone preferences for all UVA communications
- Leads the effort to build a solid internal communications infrastructure, which includes identifying various communications channels and vehicles for a variety of different audiences
- Conducts planning meetings with HR teams from across the University to understand needs and requests, and agree on goals, priorities, strategies and plans, as well as supporting budgets and resource models, as it relates to the employee value proposition. Negotiates open items and comes to an agreement
- Stays abreast of relevant industry trends and participates in best practice discussions with national peer groups. Relates applicable best practices back to team
- Participates in CHRO leadership meetings to share trends and leading practices to drive enhancements in employee engagement, providing relevant insights to inform coordinated HR plans and programs for the University
- Aligns to the Change Management Lead to ensure seamless service delivery
- Models and encourages cross team collaboration
- Sets internal standards and provides templates to the HR Community as appropriate

Monitors/Executes/Manages

- Oversees and manages all Human Resources communications and all functional updates for employee focused communications, ensuring they are ready for public consumption and are consistent in messaging, style, tone, and language
- Sets communication approach and acts as final approver for all HR related communications:
  - Sets communication direction and intent
  - Establishes vehicles and communication templates
  - Coordinates CHRO review and sign off on communication materials
  - Coordinates distribution of communications internally and / or across the University
  - Aids in the development, implementation and management of external communications efforts
  - Conducts and reports outcome measures, adjusting approach as appropriate
Develops and maintains recruitment communications-related material (web-site, social media, promotional videos, shared advertising, etc.)

Leads event planning efforts and execution of employee related events

Leads working sessions and team meetings, as needed, and works closely with the rest of the HR leadership team to manage dependencies and hand-offs

Holds regular touch-point meetings with the HR team to proactively identify communications opportunities, and to offer counsel to drive increased employee awareness and engagement; Intervenes, if necessary, to drive improvements, and ensures necessary coordination and collaboration with other functions and customers; Shares lessons learned and insights

Provides regular progress reports to the CHRO to cover progress against plan, open issues, plan changes and proposals. Solicits counsel and assistance as required

**Services Customers**

Owns the Human Resources website, social media and other related communication vehicles, setting-strategy and managing content updates

Promotes the use of innovative communications tools to increase employee awareness and engagement

Delivers on a broad portfolio of projects, identifying appropriate tier of service based on requirements and resource availability

Provides advice and renders opinions to the CHRO, HR leadership team, UVA project leaders and the broader university community as required and requested.

Serves as a subject matter expert across a broad spectrum of communications tools and topics, suggesting leading practices and alternatives to address issues and challenges

Directs activities and educates HR team to foster regular, open and ongoing communications through structured touch-points with Business Partners to obtain feedback on service and provide summary updates on value delivered and how to improve with communications where necessary

Establishes consistency and cross-functional collaboration while accounting for unique differentiators within each entity

Addresses and arbitrates escalated change initiative issues and resolves competing priorities to achieve win-win outcomes. Proactively monitors for potential escalation issues

Identifies and pursues initiatives to build a strong service culture. Solicits information on, and leads opportunities to strengthen employee engagement and promote a culture of diversity and inclusion

Manages expectations with the CHRO, HR leadership team, and customers

**Leads Teams**

Leads, builds, and retains an engaged, committed and excellent team: Establishes clear and reasonable stretch goals for team members; Actively promotes a culture of accountability and growth; Supports Communications team to ensure appropriate resources, information, and collaboration opportunities

Executes on the University-wide people management process, to include talent selection, reviews, development and deployment decisions

Creates a positive team environment, and inspires others to do their best by celebrating successes and exhibiting an optimistic outlook toward contributions.

Encourages team members to express points of view, communicate openly and honestly, take initiative, and provide feedback on risks and opportunities

**Functional Area Outcomes**

Create an HR communications approach that allows faculty, staff, and team members to easily recognize and relate to important HR messages

Offer a communications strategy and support for all HR functions

Maintain an easy-to-navigate, high-functioning, and accessible HR website

Provide tailored key messages to targeted groups

Utilize metrics for communication effectiveness that inform the message and approach, and reduce the number of customer inquiries after a communication
Knowledge, Skills and Abilities

- Ability to build communication strategies and key messages
- Ability to segment stakeholder groups and adjust the communications approach accordingly
- Ability to manage across multiple stakeholders, often with varying viewpoints
- Ability to define communication success measures, monitor the effectiveness of campaigns and adjust tactics for improved outcomes
- Skills in copy or technical writing
- Drafts and edits communication materials
- Coordinates and plans meeting materials

Minimum and Preferred Qualifications

Professional Experience:
Minimum seven years of progressive communications experience; Experience with managing or supervising teams; Strong familiarity with strategic communications, change management, development and implementation of an employee value proposition, project management, communications, and relationship building; Successful track record working effectively with diverse stakeholders and leadership teams within a complex organization. Experience working for a higher education institution preferred

Education:
Bachelor’s degree in communications, human resources, marketing, business, or a related field