

Director, HR Communications

Position Summary

The Director, HR Communications designs, directs and implements a comprehensive communications strategy in support of the division's strategic goals, including promotion of the UVA employee value proposition. This position oversees and manages all Human Resources communications and maintains the integrity of the UVA brand, culture, and values by collaborating with communications teams across the University to support UVA's strategic and operational goals and objectives. The incumbent reports to the Senior Director, HR Strategic Initiatives and manages a team of HR Communications Specialists.

Responsibilities and Duties

- Works closely with the HR leadership team across to develop an over-arching strategic communications plan that supports the employee value proposition and HR's mission, goals and objectives, including the research and writing of a plan with objectives, program recommendations, measurable outcomes and the execution of communications activities
 - Oversees and manages all Human Resources communications, including executive leadership 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 appropriate 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
 - 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
 - Oversees the Human Resources website, social media and other related communication vehicles, setting-strategy and managing content updates
 - Ensures alignment with University and Medical Center brand communications
 - Stays abreast of relevant industry trends and participates in best practice discussions with national peer groups. Relates applicable best practices back to team
 - Sets internal standards and provides templates to the HR Community as appropriate
 - Provides regular progress reports to cover progress against plan, open issues, plan changes and proposals. Solicits counsel and assistance as required
 - Promotes the use of innovative communications tools to increase employee awareness and engagement
 - 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
 - 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
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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
- Use metrics for communication effectiveness that inform the message and approach, and reduce the number of customer inquiries after a communication

Knowledge, Skills and Abilities

- Strong written and oral communication skills
- Knowledge of, and ability to build, communication strategies and supporting messages
- Knowledge of, and ability to segment stakeholder groups and to adjust the communications approach accordingly across multiple stakeholders, often with varying viewpoints
- Knowledge of, and ability to leverage, research and data insights in the creation of communications strategies
- Ability to define communication success measures, monitor the effectiveness of campaigns, and adjust tactics for improved outcomes
- Skilled in complex executive communications, copy editing and technical writing
- Skilled in managing, producing, drafting, editing, and designing communication materials in many media, including visual communications

Minimum and Preferred Qualifications

Required Experience:

- 7 years of relevant experience, including experience with progressively complex communications challenges
- Successful track record working effectively with diverse stakeholders and leadership teams within a complex organization
- Experience in project management, and relationship building, and developing and implementing an employee value proposition,
- Experience managing and executing across several communications media

Preferred Experience

- Experience managing or supervising teams
- Experience in the human resources field
- Experience working for a four-year higher education institution and/or an affiliated health system
- Familiarity with lean, project and program management, and HR technology

Required Education:

Bachelor's degree in communications, marketing, public relations, or a related field

Preferred Education:

Master's degree

Required Computer Applications:

Experience with Microsoft Office Suite

Preferred Computer Applications:

- Experience with Adobe Creative Suite
 - Experience with Wordpress and/or HTML
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