Manager, Communications

The University of Guelph is committed to equity in its policies, practices, and programs, supports diversity in its teaching, learning and work environments, and ensures that applications for members of underrepresented groups are seriously considered under its employment equity policy. All qualified individuals who would contribute to the further diversification of our University community are encouraged to apply.

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Manager, Communications

Library

Hiring #: 2017-0331

Please read the Application Instructions before applying

Reporting to the Associate Chief Librarian, Research, the Manager, Communications oversees the creation and management of the library’s communications efforts. The incumbent works collaboratively with library administration, staff, other campus communicators, faculty and staff to develop and manage communication strategies and services to enhance the visibility and accurately project the key messages of the University of Guelph Library. The Manager leads the library’s communications and marketing strategy by developing a vision for improving existing processes, modeling effective ways of communicating in a variety of media, and understanding user needs in order to align communications and marketing activities with library and campus branding strategy, media rich approach, and overall strategic priorities.

The incumbent works with Library management to design, develop and execute a communication strategy that will positively represent library teams and provide strong brand recognition and clear understanding of their roles within the broader University community. The incumbent is responsible for developing persuasive and informative communications and marketing messages for various University audiences and will manage and advise on day-to-day communications. The Manager, Communications works closely with the Manager, Library Web Team, as well as other Library Managers, to ensure consistency of branding and messaging across web platforms (website, social media, etc.) in all formats (text, media, etc.). The incumbent also has a role in Library development activities, devising communications specific to friends and donors to the University of Guelph Library.

Working closely with the Library Executive team, as well as other library managers, the Manager, Communications provides communications management and support on a daily basis and will also provide focused input and guidance on project specific communications efforts. This position is responsible for ensuring consistent messaging for library teams, according to their specific mandates and communication plans, as well as providing consistency and direction across teams and for the library as a whole.

The Manager, Communications is responsible for managing a small team of 2-3 (including the Communications Officer and a communications co-op student) as well as recruiting, evaluating, and approving work provided by external service providers (e.g. media/multimedia professionals, graphic designers, web designers).

Requirements of the position include:
Undergraduate degree in Communication, Journalism, Media Studies, Digital Media, or New Media

Minimum of 3 years related experience, or an equivalent combination of education and experience

Excellent verbal communication, writing, and editing skills, including extensive experience creating a variety of written communications (newsletters, press releases, marketing announcements, internal communications, web content, etc.) that demonstrate a command of language and grammar, clarity of thought, orderliness of presentation, and the ability to write for a specific audience

Experience or capacity to demonstrate positive interpersonal skills, develop and maintain collaborative working relationships, lead projects and teams, and manage creative professionals

Demonstrated experience developing media rich communications for online media platforms

Experience developing, implementing, and engaging with social media communication campaigns across modalities (text, images, video, etc.)

Experience planning and managing communication programs and activities that include budget, design, development, production, and dissemination

Experience in event management processes and activities; ability to plan, organize, and execute events and to coordinate resources before, during, and after an event

Demonstrated ability to develop and implement effective marketing strategies and objectives

Strong organizational skills including experience working in a position that requires managing multiple projects and adhering to deadlines

Experience in interacting with the press and ability to communicate with a variety of library constituents

Position Number 400-213
Classification P04*

*Tentative evaluation; subject to committee review.

Posting Date: 2017 07 24
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