Communications Officer

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Professional and Managerial Group

Communications Officer

Dean’s Office, College of Engineering and Physical Sciences

Temporary Full-Time from December 2018 to December 2020

Hiring #: 2018-0582

Please read the Application Instructions [2] before applying

The College of Engineering and Physical Sciences (CEPS) uniquely combines Chemistry, Computer Science, Engineering, Mathematics and Statistics, and Physics to enable innovative and collaborative teaching, learning and research focused on solving the world’s big problems through teamwork and interdisciplinary scholarship. With over 3,300 undergraduate and 450 graduate students, approximate 135 faculty, and annual research funding more than $17M per year, CEPS is positioned to be a significant part of the University of Guelph’s path forward.

Under the direction of the Dean and the Manager, Research and Graduate Studies in CEPS, the Communications Officer provides communications expertise and support to the College, which includes planning and implementing internal- and external-facing communications/marketing strategies to enhance the College’s visibility and recognition as a leader in research and academic excellence.

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The functions of this role include playing an integral role in creating and implementing the College’s inaugural strategic communications plan, in line with CEPS’ overall strategic vision; developing and/or editing digital and print media; maintaining the College’s website; and supporting the Dean’s internal communications. A critical component of the position will be to identify and take advantage of strategic communications/marketing opportunities. The Communications Officer will be expected to follow and develop internal communications processes and procedures, to ensure content quality and consistency with the College’s and Universities brands. This means working with colleagues to ensure that all content is compliant with applicable external standards (e.g., AODA) and internal polices (e.g., the University’s brand guide), and that it is written at a level that is appropriate for the intended audience. The incumbent will also be expected to perform other cross-functional duties, as requested.

Responsibilities will include: developing/implementing a College communications plan; developing communications benchmarks and performance measures related to the plan; producing and editing digital and print content; managing the College’s social media accounts; ensuring all relevant external and internal policies are adhered to; acting as an editor, ensuring that all communications/marketing material meet internal quality standards and that they are aligned with the College’s vision and mission; ensuring that CEPS achievements receive adequate coverage and recognition; and attending meetings with external and internal stakeholders to keep abreast of new developments in external and internal communications methods. The incumbent will also provide strategic communications advice and support to special projects, as requested by the Dean, CEPS.

Minimum required qualifications for the position include:

- Completion of a Bachelor’s degree in science, engineering or a related discipline plus a minimum of 3-5 years communications experience; or a Bachelor’s degree in communications or a related field plus a strong background in STEM.
- Previous on-the-job experience developing and implementing a strategic communications plan.
- Previous on-the-job experience creating a variety of promotional materials, preferably within the context of
advanced education and/or research.

- Excellent writing and editing skills, including the ability to understand and distill complex academic information into plain language to successfully promote research.
- Excellent organizational and time management skills.
- Excellent computer skills on software including Microsoft Office suite, Adobe Creative suite, and web-based applications, including social media platforms and monitoring tools.
- Ability to work proactively and reactively to meet tight timelines.
- Highly developed interpersonal skills.
- Aptitude for creative design.
- Experience with videography, photography and/or graphic design is a significant asset.
- An understanding of the advanced education sector is preferred.

Classification               P04*

Professional/Managerial Salary Bands  [3]

*Tentative evaluation

At the University of Guelph, fostering a culture of inclusion [4] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2018 11 21
Closing Date: 2018 11 28

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