Communications Manager

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Professional and Managerial Group

Communications Manager

Office of Registrarial Services

Hiring #: 2019-0054

Please read the Application Instructions [1] before applying

Working closely with the Office of Registrarial Services (ORS) Senior Management Team, the incumbent is responsible for the planning and implementation of multi-year marketing and communication strategies that will assist with the ORS’ strategic priorities for several areas within the Directorate, including Enrolment Services (ES), Student Financial Services (SFS) and Scheduling. The incumbent identifies, recommends and implements internal and external marketing and communication strategies, initiatives and campaigns that are compliant with internal policies (eg. The University’s Brand Guide) and meet the University’s objectives of attracting top students, student success and retention.

Reporting jointly to the Associate Registrar, Enrolment Services and the Associate Registrar, Student Financial Services, the Communication Manager will play a critical role in the support of the Strategic Enrolment Management approaches to retention and graduation, using up-to-date technology and tools.

The incumbent is responsible for messaging of current students about Registrarial issues, including but not limited to registration, course selection, registrarial and fees deadlines, academic records and progression to graduation.

The communication manager will contribute to the development of organizational strategies, policies and practices and will provide oversight to various projects.

The incumbent continuously improves and builds upon communication strategies, using Colleague to complete important tasks such as communicating academic and financial deadlines with a goal to improve retention and graduation rates. The incumbent must have experience with social media messaging and review analytics to determine effective use of communication methods.

Requirements of this position include: a university degree preferably in Journalism, Communication or Marketing, three (3) years of related professional level work experience or an equivalent combination of education and experience. The incumbent must have excellent writing and editing skills and proven experience in developing communication plans. Additional requirements included: a demonstrated knowledge of HTML, Photoshop, Microsoft Office Suite, Adobe Suite and content management systems such as Drupal. Experience in a post-secondary institution is valuable.

Position Number 443-028
Classification P03*

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a culture of inclusion [3] 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.
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Published on Human Resources (https://www.uoguelph.ca/hr)

Posting Date: 2019 01 28
Closing Date: 2019 02 04

Source URL: https://www.uoguelph.ca/hr/careers-guelph/current-opportunities/communications-manager

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