Communications Manager

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Communications Manager

College of Biological Science

Hiring #: 2019-0010

Please read the Application Instructions [1] before applying

The position is responsible for managing communications activities on behalf of the Dean and Associate Deans, including key messaging and branding of the College of Biological Science (CBS). The successful candidate will develop persuasive communications and marketing materials that align with the strategic priorities of the College.

The CBS communications plan incorporates a broad range of external communications, including media relations, image and message management across a variety of internal and external communities. The Communications Manager will establish strong relationships with a number of external media organizations and will serve on a number of college and University-wide committees focused on communications and outreach issues. He/She will be responsible for the coordination and support of communications across the college, including the academic units, frequently working with external stakeholders in challenging situations where agreement may be difficult to obtain.

Specific responsibilities include:

- Day-to-day communications management and support, including the development, implementation and evaluation of communications initiatives
- Developing internal and external communications
- Coordinating messaging for various constituencies (faculty, staff, students, prospective students, alumni, donors, business communities etc.), and provide communications expertise
- Implementing College and University-wide standards for publications, websites, and social media
- Developing communications documents for marketing, student recruiting, program guides, etc.
- Providing strategic advice in relation to CBS communications
- Managing communications-related initiatives, activities and events

The incumbent will guide all communications activities including web development and departmental communications. They will supervise a scientific graphics designer working to ensure their skills are utilized effectively to advance the college needs.

Requirements of the position include: an undergraduate degree in marketing, media studies, communications, public relations, journalism or a related discipline, plus a minimum of 3 years of related experience, or an equivalent combination of education and experience. Knowledge of university academic programs, student support, and administrative systems. Demonstrated understanding and experience with university policies and procedures including eCV, HR and financial policies and/or a background in Human Resources, Finance and/or Office Administration will be considered assets.

Additional requirements include:

- Excellent leadership and managerial skills
- Time management and organizational skills
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- Professionalism, diplomacy, judgment
- Ability to reprioritize duties in response to the level of demand while maintaining a high quality of work
- Ability to maintain high levels of confidentiality with regards to sensitive matters
- Ability to work effectively both independently and with a team
- Excellent verbal and written communication skills
- Effective problem solving skills
- Proficiency in computer systems, particularly the use of Microsoft Office, University email & calendaring, social media, website software, and Student Information Systems (ie. Colleague)

Preference will be given to candidates who demonstrate a knowledge of science and scientific communications.

Position Number          158-058
Classification                P03*

*Tentative evaluation; subject to committee review.

*At the University of Guelph, fostering a culture of inclusion 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: 2019 01 30
Closing Date: 2019 02 06

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