Assistant Manager, Digital Strategy

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Professional and Managerial Group

Assistant Manager, Digital Strategy

Admission Services, Office of Registrarial Services

Hiring #: 2019-0098

Please read the Application Instructions [1] before applying

Reporting to the Information Services Manager, the Assistant Manager, Digital Strategy (AM-DS) is responsible for the development and maintenance of a robust and dynamic digital ecosystem within Admission Services. The AM-DS helps to ensure the University of Guelph meets its enrolment targets by generating a strong applicant pool of committed and well-qualified applicants, and ultimately, registered students.

The incumbent exercises independent action and judgement in the development and oversight of digital content within Admission Services including all web content, customer relationship management system content development and maintenance, creation and editing of video content, and social media content development and maintenance; the development and implementation of training programs for the social media intern, the social media ambassador program, and the training and management of work-study students.

The incumbent will understand the university’s digital capabilities in the context of higher education communications strategies; will develop and manage creative social and digital media strategies to transform the connectivity between the University of Guelph and its many prospective student groups (Ontario high school, national high school, transfer, international, international transfer, mature) and will lead a multi-pronged approach to social and digital marketing campaigns.

The incumbent will understand the value of relationship building, and brand-tracking; will stay abreast of current trends in branding, media, and technology and will successfully collaborate with contacts in several student service and academic department areas, implementing ideas and feedback into high-impact digital projects that are strategically aligned with the University.

Requirements of the position include:

- A university degree in marketing or communications and two years related experience in communications and digital marketing, or an equivalent combination of education and experience;
- Knowledgeable in AODA regulations;
- Exceptional written and verbal communication;
- Proven supervisory experience and the ability to train and motivate staff;
- Critical thinking, analytical and problem-solving skills;
- Professional judgement;
- Excellent organizational skills and multi-tasking ability;
- Understanding of the university’s undergraduate recruitment and admission cycle;
- Strong technical skills in customer relationship management systems, content management systems, Drupal, Google Analytics, search engine optimization, social media platforms, social media management tools, Microsoft Office Suite, Adobe Suite

Position Number         444-015
Classification               P03*
Professional/Managerial Salary Bands [2]

*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.

Posting Date: 2019 02 20
Closing Date: 2019 02 27

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