Marketing & Communications Officer

Forbes includes U of G Among Canada’s Best Employers

Professional and Managerial Group

Marketing & Communications Officer

Dean’s Office, College of Engineering and Physical Sciences

Hiring #: 2019-0444

Please read the Application Instructions 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 150 faculty, $23 million in annual research funding, and more than 3,000 undergraduates and 470 graduate students, CEPS is positioned to be a significant part of the University of Guelph’s path forward.

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

The incumbent of this position will play an integral role in creating and implementing the College’s inaugural strategic communications plan, including the development and execution of special projects and communications campaigns using a variety of media, including social media and printed materials. Responsibilities include: being the principal contributor to the College website and social media sites; ensuring that the College’s communication content is relevant, timely and aligned to its strategic goals; writing and/or editing stories for digital and print media such as brochures, newsletters and articles; editing copy produced by other College staff; and ensuring accurate, effective and consistent messaging that is compliant with the University of Guelph brand guide and meets external standards (e.g., AODA compliance).

Other responsibilities include: leading the development of an annual report on CEPS activity; planning and implementing strategic communications projects that celebrate the College’s teaching and research successes; and acting as the primary point of contact for internal and external media stakeholders. The incumbent will also be expected to perform other cross-functional duties, as requested.

Requirements of the position include:

- Completion of a Bachelor’s degree in marketing, communications or a related field plus a minimum of 3 years communications experience, or an equivalent combination of education and experience.
- 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 postsecondary education and/or a research-intensive environment.
- Excellent writing and editing skills, including the ability to understand and distill complex scientific information into plain language
- Excellent computer skills on software including Microsoft Office suite, Adobe Creative suite, and web-based applications, including social media platforms and monitoring tools.
- Experience with photography and/or graphic design is considered a significant asset.
- Strong project management skills and ability to work meet deadlines in a fast-paced environment.
- Highly developed interpersonal and negotiation skills.
- Experience with photography and/or graphic design is considered a significant asset.
Position Number          253-029
Classification                P03*

Professional/Managerial Salary Bands

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a culture of inclusion [2] 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 07 31
Closing Date: 2019 08 14

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

Links
[1] https://www.uoguelph.ca/hr/careers-guelph/how-apply