Communications Manager, Food from Thought

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Grant & Trust Professional

Communications Manager, Food from Thought

Office of the Vice-President (Research)

Temporary full-time from October 14, 2019 to April 5, 2024

Hiring #: 2019-0527

Please read the Application Instructions before applying

Food from Thought is the University of Guelph’s Canada First Research Excellence Fund (CFREF) initiative, a $76.7M, 7-year project. Aimed at catalyzing a new digital agricultural revolution, Food from Thought (FFT) will put the University of Guelph at the forefront of global agri-food research institutes. Involving over 80 faculty members, the FFT team aims to create an innovative agri-food research platform that will draw together stakeholders from the community, government, municipalities, industry, agriculture, and engineering consulting firms, to advance research knowledge, expertise and technology relating to agri-food and big data technologies.

This award, while unprecedented at the University of Guelph, is an opportunity to significantly enhance the research profile of the University, and also carries with it the University’s responsibility for the effective execution of the project’s deliverables and expectations.

Reporting to the Project Manager, Food from Thought, the Communications Manager is responsible for managing communications and marketing activities for the FFT grant. Responsibilities of the Communications Manager include leading the development of a communications strategy for Food from Thought, and creating and disseminating communications content that is aligned with the strategy and broader strategic needs of the initiative, managing contracts with external consultants and freelance writers, planning and coordinating FFT events, coordinating media outreach and planning, and supporting FFT researchers in their communications needs.

Responsibilities also include:

- Leading the development, management, and implementation of a multi-dimensional communications strategy for Food from Thought, incorporating traditional and social media, serving the Food from Thought central operations team, research teams, and the Research Innovation Office;
- Working closely with staff in the University of Guelph Communications and Public Affairs office, Research Innovation Office, and Arrell Food Institute on initiatives and activities aligned with, and/or supported by Food from Thought;
- Managing contracts with external agencies, consultants and freelancers for content development, and providing editorial management for all Food from Thought communications.
- Designing, developing, and incorporating new communications materials to support the Food from Thought communications strategy.
- Serving as the central media contact for the Food from Thought program, including responding to inquiries and requests, and providing referrals as required.
- Planning and implementing marketing and promotion of Food from Thought events.

The candidate will have a bachelor’s degree in communications, marketing, journalism, or a related program. The ideal candidate will have two (2) years of experience in a relevant field, with experience in agriculture and food sectors (five years experience preferred). Experience working in or with academic institutions is an asset.
Specific areas of expertise include:

- Experience in a university setting or in the public or private sector in a communications role.
- Experience in plain language writing.
- Experience in editing, visual design, and production management.
- Extensive experience coordinating web platforms and social media accounts.
- Proficiency in Adobe InDesign and Photoshop.
- Experience in research communications would be an asset.

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 10 04
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