Communications and Marketing Manager

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Professional and Managerial Group

Communications and Marketing Manager

Office of Research, Agri-Food Partnership

Hiring #: 2019-0574

Please read the Application Instructions [1] before applying

Reporting to the Senior Manager, Communications and Knowledge Mobilization, the Communications and Marketing Manager is responsible for managing communications and marketing activities on behalf of the Office of Research, Agri-Food Partnership. A key component of this position is oversight of the communications and marketing portfolio for the Ontario Agri-Food Innovation Alliance (the Alliance), which is administered by the Office of Research, Agri-Food Partnership in collaboration with the Research and Innovation Branch at the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The Alliance is a partnership between OMAFRA and the University of Guelph (U of G). Working closely with the Senior Manager, the Office of Research, Agri-Food Partnership leadership team, and OMAFRA, the incumbent will be responsible for designing and executing a sophisticated communication and marketing plan to ensure the impacts and outcomes of the annual investment by the Province of Ontario and the University of Guelph are captured and communicated to key audiences. In addition, the incumbent will provide day-to-day communications management and support for the Office of Research, Agri-Food Partnership, including the development, implementation, and evaluation of communication and marketing activities in accordance with strategic messaging and priorities. The incumbent is responsible for enhancing internal and external communications for the Office of Research, Agri-Food Partnership, coordinating messaging (when required) among various constituencies (faculty, researchers, Agriculture and Food Laboratory, Animal Health Laboratory, research station managers and staff, OAC and OVC communication staff, etc) to ensure consistent and clear messaging that increases the profile of the programs administered by the Office of Research, Agri-Food Partnership.

Requirements of the position include an Undergraduate Degree, with preference for Journalism, English, Marketing, Multi-Media Arts and/or Public Relations, and at least four to five years of relevant work experience, or an equivalent combination of education and experience. The successful candidate will have a demonstrated ability to work in challenging situations where consensus must be achieved among stakeholders with broad and complex needs, as well as attention to detail, exceptional time management and organizational abilities, strong verbal/written communication skills, knowledge and command of social and online media platforms, and experience managing multiple and complex projects across a variety of subject areas and media platforms.

Position Number         544-031
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 10 16
Closing Date: 2019 10 30
Source URL: https://www.uoguelph.ca/hr/careers-guelph/current-opportunities/communications-and-marketing-manager

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