Communications Officer

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Office, Clerical and Technical
Position covered by the Collective Agreement with USW Local 4120

Communications Officer

Admission Services, Office of Registrarial Services

Temporary full-time from October 2019 to September 30, 2020
Temporary absence of the regular incumbent

Hiring #: 2019-0601

Reporting to the Manager, Marketing and Communications, the incumbent will help to develop, organize, write, design, and administer all communication created for prospective students and associated stakeholders (including, but not limited to parents, secondary school personnel, and college/university advisors). To this end, the Communications Officer will write, edit and develop conventional print communications and assist with digital media including the writing of news posts, undergraduate admissions website. This includes market research, writing, photography, editing, layout, printing and distributing recruitment documents about the University, its programs, services and philosophy.

The Communications Officer will work in a team environment and will have their finger on the pulse of all communications within Admission Services, including but not limited to: social media communications; email campaigns; recruitment visit promotion. This will ensure consistent and fluid communications to our markets.

Requirements of the position include: A university degree with a focus on communications, journalism or marketing (preferably from the University of Guelph); knowledge of the University of Guelph’s wide range of academic programs plus two (2) years relevant experience in the student recruitment, academic advising, registrarial or student services environment, public relations, or marketing (or an equivalent combination of education and experience). Demonstrated excellence in writing for print as well as in an electronic environment, editing, visual design, and production management. Ability to work under pressure and deadlines; ability to manage complex and often competing priorities at once. Must be an innovative thinker with high energy and enthusiasm and able to work with minimal supervision.

Advanced knowledge of Microsoft Office suite, Adobe Suite, Photoshop, Drupal and Dropbox is a must. The incumbent must have an excellent understanding of web culture. Thorough knowledge of website architecture and navigation, content management tools as well as search engine optimization, and web usability, analytics and reporting.

Covering Position Number 444-012
Classification USW, Local 4120 Salary Band 5*
Normal Hiring Range $25.16 - $28.11 per hour

*Tentative evaluation; subject to committee review.

At the University of Guelph, fostering a culture of inclusion [1] 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 30
Closing Date: 2019 11 06
Source URL: https://www.uoguelph.ca/hr/careers-guelph/current-opportunities/communications-officer

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