Outreach and Communications Coordinator

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Outreach and Communications Coordinator

Guelph Turfgrass Institute

Temporary full-time from May 1, 2021 to April 30, 2023
Hiring #: 2021-0139

Please read the Application Instructions [1] before applying

Reporting to the Director of the Guelph Turfgrass Institute (GTI), the Outreach and Communications Coordinator is responsible for developing and executing traditional and digital communications, creating and delivering educational resources, and promoting GTI activities and events. The Coordinator will also work collaboratively with GTI researchers, university communicators, and industry representatives to support the goals of the GTI and the University of Guelph.

Specific responsibilities include: developing and implementing a strategic communication plan to promote the research conducted at the GTI; supporting GTI teaching and outreach activities with the turfgrass industry and general public; working with university and industry partners to organize and promote educational programs offered by the GTI, including the development of educational materials for professional development in the turfgrass industry; managing the GTI website, social media, and archives; writing and editing articles on GTI research for industry trade journals; and teaching within the Associate Diploma in Turfgrass Management program. Other responsibilities of the job include: administration of GTI resources, including invoicing and managing use of facilities and fee-based services offered by the GTI.

Requirements of the position include:

- A bachelor’s degree in communications, marketing or related plant science or agricultural field and a minimum of two years previous related job experience, or an equivalent combination of education and experience
- Excellent verbal and written communication skills
- Ability to develop and implement a communications strategy including social and digital media
- Proven ability to work collaboratively with various stakeholders
- Familiarity and experience with the turfgrass industry including terminology and duties of industry professionals
- Proficiency with computers and website design (Drupal), MS Office, Adobe and similar programs
- Strong writing and editing skills including the ability to translate research into trade and media articles
- Ability to teach basic and complex communications skills to turfgrass managers
- The successful candidate must be willing to work flexible hours when required. A valid G driving license is preferred. This position requires a motivated, reliable, and well organized person, able to work in a multi-disciplinary group environment.

This appointment is regularly performed on-campus but will be initially fulfilled both remotely (off-campus) and on-campus until the University resumes its regular operations.

Classification P02
Professional/Managerial Salary Bands [2]

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: 2021 03 24
Closing Date: 2021 04 07

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