Manager, Marketing, Communications and Enrolment

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Professional and Managerial Group

Manager, Marketing, Communications and Enrolment

Open Learning and Educational Support

Hiring #: 2021-0275

Please read the Application Instructions [1] before applying

Open Learning and Educational Support is an integral part of the University of Guelph’s learner-centered and research-intensive mission. As leaders in education, we create innovative and relevant educational opportunities that meet the learning needs of a local and international audience. We are guided by learner-centered principles that are reflected in our diverse programs and rich learning experiences for traditional and lifelong learners. We intentionally integrate pedagogy with technology in the design, development and delivery of our educational programs. Through research and collaboration, we engage in scholarship to advance the teaching and learning mandate of the University.

Reporting to the Executive Director, the Manager, Marketing, Communications and Enrolment (MMCE) is responsible for providing expertise and leadership in the area of marketing strategy, implementation of communications, social media and promotion. More specifically, the MMCE develops, implements and measures strategic marketing and promotional plans that articulate the department’s vision and values and position OpenEd’s courses and programs competitively within the appropriate market. Building relationships and working collaboratively with internal and external stakeholders, the MMCE identifies opportunities to promote the department’s various activities and to increase brand awareness. The Manager, Marketing, Communications and Enrolment provides leadership and is accountable for the department’s website including front-end web development, content management and the development of strategies that drive online traffic to maximize potential and ROI. Understanding the goals of the various communications and the audience of which they target, the MMCE develops articles and press releases that promote the department and articulate the values and quality that can be expected when engaging with OpenEd. Responsible for the marketing and promotion of the UofG’s Open Learning program and increasing awareness of the UofG’s online opportunities available to students, the MMCE develops and implements strategies that address and support all points of student engagement including the prospective student, current student and alumni, and understands the importance of cultivating relationships for both the attraction and retention of students. The MMCE is responsible for researching, analyzing and reporting on enrolment trends, trends in post-secondary education and the competitive environment in order to increase enrolments and drive business opportunities. The MMCE provides leadership to the marketing team including overseeing operations, assigning and supporting the achievement of project specific goals and the high-quality service standards.

The Manager, Marketing, Communications and Enrolment will have an undergraduate degree in a related field (Master’s preferred) with several years of experience in strategic marketing and promotion. The successful candidate will have demonstrated experience in developing and executing strategic marketing plans that make effective use of a variety of marketing channels (digital, direct, print, media) with measurable results combined with experience in front-end web development. The MMCE will be creative, innovative and enthusiastic and possess skills in using a variety of technologies and applications including MS Office, graphic design software, Site Improve, Google Analytics, Project Management software, DestinyOne/Modern Campus and iCreate; research and data analysis; professional communication including oral, written and presentation; team leadership including setting goals, motivating and evaluating team performance; building effective relationships with a diverse stakeholder group; project management; research; organizational, time management and problem solving. As a member of the Open Learning and Educational Support Management Team, the Manager, Marketing, Communications and Enrolment will actively contribute to the vision and goals of the department.
Manager, Marketing, Communications and Enrolment
Published on Human Resources (https://www.uoguelph.ca/hr)

Position Number 056-020
Classification P05*
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: 2021 06 21
Closing Date: 2021 07 12


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