Advancement Marketing and Creative Services Officer

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Professional and Managerial Group

Advancement Marketing and Creative Services Officer

Alumni Affairs and Development

Temporary full-time from December 15, 2021 to December 14, 2023
Hiring #: 2021-0652

Please read the Application Instructions [1] before applying

The department of Alumni Affairs and Development (AA&D) advances the mission of the University of Guelph by raising private support and building relationships with a broad range of stakeholders ranging from alumni and friends, to corporations and foundations. As a member of the AA&D team, the Marketing and Creative Services Officer epitomizes the department’s shared values of respect, empowerment, integrity, appreciation and forward focus.

The Advancement Marketing and Creative Services Officer is an integral member of the Engagement Services team, supporting the department’s ambitious fundraising and strategic engagement goals, working collaboratively across the department, and acting as a champion for department-wide excellence in donor and alumni communications, and print and digital marketing collateral.

Reporting to the Senior Manager, Advancement Marketing and Communications, the Advancement Marketing and Creative Services Officer will provide expertise and leadership in the area of brand management, visual identity, and artistic direction, while enhancing donor proposals and communications tools, branding key alumni events, and delivering best-in-class alumni engagement communications and marketing collateral in support of the University’s funding priorities and AA&D’s goal of attracting $50-million in philanthropic support each year.

Responsibilities Include:

- Builds and maintains a strong, cohesive look and feel across all AA&D print and digital collateral
- Leads and directs the design and production of materials and media used for advertising, print, digital alumni and donor communications.
- Oversees graphic design (in-house and external contractors), photography (art direction of marketing photo shoots), and maintains the integrity of the U of G and AA&D brand and identity.
- Establishes and maintains relationships with suppliers and freelancer networks such as printers, graphic designers, photographers, promotional companies and other vendors.
- Leads an effective internal customer service experience that delivers great work, on time and on budget.
- Photography Campaign Management – Seasonally hires vendor, designs creative brief for vision of project, provides art direction for the shoot, coordinates volunteers. Manages invoicing and budget.
- Oversees creation of fundraising proposal, cases for support, and stewardship reports, ensuring best-in-class donor communications
- Develops graphics, images, donor reports, illustrations, brochures, flyers, posters, booklets, logos, website and social media content.
- Oversees ad-hoc communications requests.

Requirements for the role include:

- University degree or college diploma in marketing, communications, or related discipline, with a minimum of three years’ experience in visual marketing, or an equivalent combination of education and experience.
Extensive experience in artistic direction and brand management for print and digital publications, websites, and marketing collateral.

Excellent knowledge of university advancement and fundraising principles, specifically relating to campaigns and proposals.

Excellent knowledge of software such as Photoshop, Illustrator, InDesign etc.

Experience and skills in electronic communications including electronic newsletters and website management in a Drupal environment.

Experience in the publication process, including editing, printing, graphic design, desktop publishing programs, distribution, and budgeting

Knowledgeable in AODA regulations

Critical thinking, analytical and problem-solving skills

Excellent organizational skills and multi-tasking ability

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

Classification P03

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 11 29
Closing Date: 2021 12 13


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