Manager, News Service

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Manager, News Service

Communications and Marketing

Hiring #: 2022-0224

Please read the Application Instructions [1] before applying

The Manager, News Service, plays a key role in helping promote the strategic direction of the University of Guelph’s external communications activities. This includes developing and maintaining relationships with the international and national media, producing and promoting news releases and news articles via traditional and social media, producing videos to complement news and feature stories, managing external content for digital media, managing the University’s News Service, developing media responses on controversial and sensitive topics when appropriate, monitoring potential issues in the media, and assisting in developing communications strategies in response to evolving media situations.

The Manager, News Service, acts as second in command to the Director, Integrated Communications, on media and communications issues and makes management decisions in the absence of the Director, including acting as a spokesperson, overseeing issues management plans and responding to crisis situations, when appropriate. The Manager, News Service, will represent the Department of Communications and Marketing and the University on various committees, steering groups and councils.

The Manager, News Service, role often requires making quick decisions in fast-paced, highly charged environments that have significant consequences on the University’s reputation locally, nationally and internationally.

General duties of the Manager, News Service:

- Responsible for assigning, editing and pitching the majority of the content produced by the news team comprised of a news service officer and staff writers.
- Must ensure content highlights the most ‘marketable’ angle and content that is complex is presented in an engaging and informative way that can be easily understood by the average person, including media.
- Must ensure stories are pitched and disseminated in a timely and effective manner.
- Must exercise sound judgement in determining the fit of a story with the institution’s objectives and likelihood that it can be effectively pitched to international and national media.
- Develop and execute strategies to optimize media coverage including targeting certain media outlets and working with the social media team on further promotion.
- Responsible for developing analytics of national and international media coverage on a regular basis for the Director of Integrated Communications and the Vice-President (External), which, in turn, is shared with University leadership and the Board of Governors.
- Make critical decisions on what constitutes news, provide leadership and direction on editorial content produced through the central news service and assess newsworthiness and potential reputational risks of content.
- Responsible for ensuring all content adheres to all regulations, including those established by research journals, such as publication embargoes, government funding agencies and other private and public entities and is responsible for ensuring all content adheres to University standards.
- Lead other media outreach efforts performed by the news service team, including expert alerts and facilitating media requests.
- Oversee and develop the news page, videos for news service content, media expert guide, media training,
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news service twitter account and the media monitoring service used by the news service team.

- Responsible for raising the profile and enhancing the reputation of the University to a broader external audience
- Act as second in command to the Director of Integrated Communications on communications and external communications strategies and is responsible for handling these areas in the absence of the Director.

Requirements of the position include:

- An Undergraduate degree in Journalism, coupled with at least 5 years of related work experience including managing a news team or communications team, or an equivalent combination of education and experience.
- Excellent skills in word processing, editing, desktop publishing, internet, social media and PowerPoint are required, as are a strong managerial, organizational, supervisory, interpersonal and training/teaching skills
- Excellent writing, interviewing and editing skills
- Excellence verbal communication skills
- Experience in media relations
- Expert in social media and traditional media
- Experience managing large, diverse groups and in navigating complex stakeholder relationships
- Detailed knowledge of the University of Guelph – historical, organizational structure, people (including alumni community), programs, geography, institutional goals and mission would be an asset.

Position Number      390-038
Classification       P06*

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: 2022 04 06
Closing Date: 2022 04 13

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Links
[1] https://www.uoguelph.ca/hr/careers-guelph/how-apply