Manager, Internal Communications

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Manager, Internal Communications

Communications and Marketing

Hiring #: 2023-0339

Please read the Application Instructions [1] before applying

The Manager, Internal Communications, plays a key leadership role in building a strong internal brand and engaged university culture by delivering strategic content in a timely and compelling fashion to faculty, students and staff. Their efforts are data-driven and guided by the University’s strategic pillars. The incumbent reports to the Director, Integrated and Internal Communications, within the Office of Communications and Marketing (OCM), and works closely with other OCM teams and other stakeholders across the institution. They will be required to train and manage communications employees and interns as the team grows.

The Manager, Internal Communications develops and executes communications plans and writes material for a wide range of deliverables, including key messaging, general content, e-blasts, newsletters, articles, feature stories, promotional material, digital posts, web content, briefing notes, scripts, and creates PowerPoint decks. To support this work, the incumbent gathers relevant information and conducts research and/or stakeholder interviews as required.

The Manager, Internal Communications provides communications assistance and strategic guidance to stakeholders across the University related to Internal Communications best practices and brand standards (e.g., voice, tonality, and positioning).

The Manager, Internal Communications oversees KPIs and internal data analytics. This includes authoring data analytics reports to help evaluate and improve the effectiveness of internal communications.

General duties of the Manager, Internal Communications (in addition to the above mentioned):

- Discerns and extrapolates strategic project goals quickly and effectively when meeting with clients/stakeholders and uses this information to help guide, advise and build appropriate internal communications solutions.
- Develops and executes strategic communications plans and/or programs for various University initiatives.
- Writes key messaging, general content, e-blasts, mass emails, campus news article, newsletters, feature stories, promotional material, digital posts, web content, briefing notes, scripts, and other communications material as directed. Creates PowerPoint decks. Working under the guidance and assistance of the digital team, is responsible for scheduling and publishing e-blast, mass email and digital newsletters.
- Produces content that is relevant and is supported by research or interviewing members of the campus community or other stakeholders. Ensures content is accurate, on-brand, supports the University’s strategic pillars and is delivered in a timely fashion.
- Identifies new, creative and/or innovative ways to build community, University culture and enhance internal engagement.
- Trains and manages junior team members and interns.
- Produces the University’s internal e-newsletter and other recurrent publications as assigned.
- Provide the Director with regular reporting that includes data analysis and improvement suggestions to increase digital engagement (i.e., elevating open and click-through rates).
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- Writes and curates content from news articles, web content, community submissions and other sources.
- Formats, uploads and publishes content for digital newsletters and e-blasts. Manages digital mailing lists and publication schedules.
- Analyse metrics to evaluate the effectiveness of communications initiatives and identify improvements. Provide the Director with regular analytics reports.
- Posts campus news content, updates banners, uploads new videos, posts campus events and develops additional content as directed.
- Receives and reviews assets from campus community members. Edits content as required. Ensures content is posted by deadlines and taken down in a timely manner. Provides feedback and analytics to clients/stakeholders to evaluate success and refine future communications.
- Serves as a representative of the Office of Communications and Marketing on committees such as the United Way.
- Provides strategic guidance and communications support, including developing and executing communications plans and creating and delivering content across channels to meet project deadlines.

Requirements of the position include:

- An undergraduate degree in Communications, Public Relations, or a related field and 5 – 7.5 years’ experience, or an equivalent combination of education and experience
- A confident and seasoned professional who can provide strategic guidance and leadership to clients/stakeholders and colleagues on all aspects of effective internal communications.
- Exceptional organizational and project management skills to develop, lead and execute communications plans effectively and efficiently by strict deadlines.
- Exceptional writing, editing and proofreading skills with experience producing content in different voices for different audiences across various channels, with an emphasis on digital content.
- Ability to distill and write clear, concise and compelling copy based on complex material.
- Able to manage competing priorities and remain calm and composed under pressure.
- Requires sound judgment, diplomacy and confidentiality using a professional, client-service approach.
- Should have some people leadership and mentoring experience.
- Ability to work both independently and collaboratively with many diverse clients/stakeholders.
- Have a general understanding of photography and how to use a smartphone to capture and edit images and videos to post digital channels.
- Develops and executes strategic communications plans and/or programs for various University initiatives with emphasis on employee engagement and change management communications
- Be familiar with best practices for inclusive language and accessible communications (AODA requirements)
- There will be an expectation that the successful candidate be able to work on site with the possibility of some remote work.

Position Number         390-036
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: 2023 07 24
Closing Date: 2023 08 14 (extended)


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