Associate Vice-President: Communications & Marketing
University of Guelph

The University of Guelph is one of Canada’s leading research-intensive comprehensive institutions, with a record of outstanding scholarship in the arts and humanities, business, social sciences, physical and engineering sciences, agriculture, and veterinary sciences. Its students, faculty, and staff pursue active inquiry and exercise creativity across a range of disciplines. With campuses in Guelph, Ridgetown, and Toronto (University of Guelph-Humber in partnership with Humber College), the U of G is home to nearly 27,000 undergraduate and over 3,000 graduate students, including over 1,400 international students from over 120 countries. With a strong focus on its new strategic plan, the University of Guelph’s vision is to strive for global excellence, strengthen the University’s commitment to Indigenization, equity, diversity, and inclusion, and reimagine the student experience.

The University is looking for a dynamic and inspirational candidate to join the University leadership team to advance this vision and champion our mission to improve life. Reporting to the Vice-President (External), the Associate Vice-President: Communications & Marketing is at the forefront of shaping the University of Guelph’s brand experience and reputation from the local to global sphere, leading the institution in creating captivating journeys for our diverse audiences. The AVP’s primary responsibility is driving growth and engagement through the creation and implementation of U of G’s marketing and communications strategy and ensuring greater integration of communications and marketing functions across the University. Leading with a “digital first” mindset, the AVP will integrate digital strategies and leverage data, systems, AI, and digital media to create an unparalleled customer journey. Highly collaborative, the AVP will build strong relationships throughout the institution and champion a culture of engagement and consultation.

The AVP leads three units that share the University’s story externally and internally – Issues & External Communications, Integrated & Internal Communications, and Digital Engagement & Marketing.

The ideal candidate brings extensive experience in marketing, communications, and brand strategy gained in a complex, multi-stakeholder environment, along with a high level of energy and excitement about change and leading teams through change. Candidates must be well-versed in strategic communications, including public engagement, issues management, brand experience, and digital engagement. Skilled in advising executives on high-profile communications initiatives and strategies, and comfortable with all university stakeholders, candidates must bring a collegial approach, exceptional listening skills and outstanding written and verbal communication skills.

At the University of Guelph, fostering a culture of inclusion 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.

Applications are encouraged immediately at https://careers.odgersberndtson.com/en-ca/28773. Nominations and inquiries should be directed to Julia Robarts and Yasmine Benali of Odgers Berndtson at guelphAVPcm@odgersberndtson.com.