



IMPROVE LIFE.

Associate Vice-President: Communications & Marketing University of Guelph

How would you like to work in a vibrant community whose common purpose is to *Improve Life*?

The University of Guelph is one of Canada's leading research-intensive comprehensive institutions, with a record of outstanding scholarship in the arts, humanities, 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. The University of Guelph recently installed its ninth president, Dr. Charlotte Yates, whose vision includes: striving for global excellence, strengthening the University's commitment to Indigenization, equity, diversity and inclusion, and reimagining 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), and a member of the University's Leadership Team, the Associate Vice-President: Communications & Marketing is a newly created position focused on promoting, protecting, and elevating the University of Guelph's brand and reputation from the local to global sphere with a "digital first" approach. The AVP's primary responsibility is creating and implementing U of G's communications and marketing strategy and ensuring greater integration of communications and marketing functions across the University. Highly collaborative, the AVP will also build strong relationships throughout the institution and champion a culture of engagement, consultation and collaboration.

The new AVP leads three units that work in a highly collaborative manner as they 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 taking on a newly created role. Candidates must be well-versed in strategic communications, including public engagement, issues management, brand enhancement, and digital and social media. 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://www.odgersberndtson.com/en/careers/17972>. The Committee's consideration of candidates will commence in May, with the AVP taking office in the summer of 2022. Nominations and inquiries should be directed to Julia Robarts of Odgers Berndtson at 1 866-962-1990 ext. 323 or julia.robarts@odgersberndtson.com

