

## Communications Manager – GTP 5

Positions at this level are experienced roles and provides expert-level communication guidance. The **Communications Manager** is responsible for crafting and delivering clear, compelling messages across various platforms to support departmental goals. They manage internal and external communications, including public announcements, social media, newsletters, and other public relations efforts. This role involves strategic planning, content creation, and collaboration with various departments to ensure consistent branding and messaging. Strong writing, editing, and interpersonal skills are essential for success in this position.

### **Typical Duties may include some or all the following:**

- Create and implement communication & marketing tactics and strategies to obtain definite departmental goals and outcomes.
- Conduct market research to identify marketing and communications insights and opportunities and develop recommended data-driven actions.
- Establish and manage department's social media presence including the development of guidelines and best practice. Monitoring public perception and developing strategies to enhance brand reputation
- Acts as a main point of contact for project partners, addressing challenges and offering strategies to advance projects and ensure success; Establish and nurture relationships with key internal/external stakeholders, identifying collaboration opportunities for shared initiatives
- Coordinates various marketing plans to ensure they are efficiently delivered to target audiences
- Gathers, analyzes and reports on data and analytics for communication initiatives. Utilizes findings to drive future evidence-based approaches
- Provide recommendations based on analytics reports and measured results; develop benchmarks and key performance indicators (KPIs)
- Provide consultation for written communication as needed including, but not limited to, online articles, newsletter content, staff communication etc.
- Develop, implement and monitor communications & marketing budget and ensure that annual budget targets are met
- Collaboratively work with stakeholders within the academic colleges and/or other departments, building options and recommending solutions for successful marketing and communications techniques
- Coordinates and delegates tasks for necessary follow-up, ensuring accountability for timelines and commitments
- Determines changes in project/communication priorities from emerging information and unexpected circumstances
- Lead and manage project initiatives for various communications and/or marketing campaigns.
- Identify and execute partnerships across campus to acquire compelling content, features, and online tools that support the integrated strategy.
- Ensure all outgoing communications are consistent, clear, and align with the university's brand framework, guidelines and policies.

### **Decision Making/Accountability:**

This position is accountable for managing work independently. Makes daily decisions on marketing and communications projects, directing the focus and scope of projects; determines the optimal course of action to solve problems, and provides advice/recommendations to campus stakeholders. Also ensures that all communications, articles, and materials follow central university communication guidelines.

### **Contacts/Interpersonal Skills:**

Works with faculty, staff, and leaders to develop communication & marketing strategies and initiatives. Liaises with the central communication department to ensure messaging and designs aligned with university policies and guidelines.

**Supervision Received:**

Incumbent receives general direction and objectives from department or college leadership. Expected to use judgement to complete tasks.

**Supervision Exercised:**

May supervise 1-2 staff. Provides consultation to faculty, staff, and departmental leaders on communication/marketing strategies and initiatives. Ensure all communications are aligned with university policies and guidelines

**Working Environment:**

Work is performed in an office, with exposure to frequent interruptions and tight deadlines. May be required to work during off-hours and weekend shifts for events

**Minimum Qualifications:**

- Minimum 3 years of prior experience working in a similar communications/marketing specialist role
- Minimum undergraduate degree in marketing or communications
- Or a combination of equivalent education and experience