

JOB POSTING DETAILS

Employer	Algoma University	Job Type	NA
Job Title	Manager, Marketing and Communications	Duration	Full Time
ES Job ID	13176	Location	Brampton or SSM Campus
Date Posted	August 11, 2022	Closing Date	August 19, 2022

Job Overview - Description & Duties

JOB TITLE: Manager, Marketing & Communications
 DEPARTMENT: Communications
 POSITION STATUS: Permanent, Full-time, Non-Union
 LOCATION: Brampton or SSM Campus
 SUPERVISION RECEIVED: Director of Communications
 SUPERVISION EXERCISED: Senior Communications Officer
 Digital Communications Specialist
 Marketing & Communications Officer
 Communications & Marketing Assistant

PRIMARY FUNCTIONS:

- A. Supervision, Marketing & Communications 40%
 - B. Strategy Execution 40%
 - C. Administration 20%
- Total 100%

Working under the direction of the Director of Communications, the Manager, Marketing and Communications will demonstrate leadership with the goal of advancing strategic marketing and communications objectives as they pertain to established institutional priorities. The Manager directly oversees support staff within the Marketing and Communications Team to develop and execute identified marketing and outreach strategies to support continued enrolment growth, increase awareness of brand and institutional special mission, and the ongoing development of positive relations with internal (students, faculty, staff and Board) and external (all levels of government, post-secondary partners, employers, donors, and the general public) stakeholders.

RESPONSIBILITIES

A. Supervision, Marketing & Communications

- Oversees and monitors the day-to-day work of the Marketing & Communications Team in the development and execution of strategic internal and external marketing and communication activities by:
 - Establishing effective communications structures, processes and workflows required to ensure effective and consistent internal and external communications that align with key institutional messages and strategic priorities.
 - Working closely with the Director of Communications, VP Growth and External Relations, the Office of Advancement, Office of Strategic Enrolment and others to ensure active participation in key community initiatives and committees that advance Algoma's institutional profile.
 - Ensuring relevant actions and Key Performance Indicators (KPIs) associated with Strategic Enrolment Management, Advancement and Marketing and Communications are realized through effective implementation of marketing and communication strategies aligned with established goals, including the development of marketing materials to support recruitment campaigns.

- Ensuring Algoma University has marketing strategies and mechanisms in place to address internal and external needs in a manner consistent with the mission, vision and values of the University.
- Overseeing website content development, updating and analysis, video content creation, social media management across multiple platforms and the development of marketing material.
- Overseeing the publishing of bi-weekly digital newsletters for employees and students.
- Overseeing the marketing-related elements of media and funding announcements, agreement signings, conferences, and other special events.
- Developing targeted memos and email messaging pertinent to the role.
- Hiring, training and supervision of student assistants who assist with the marketing and communications departmental activities

B. Strategy Execution

- Provides leadership in the development and execution of marketing and communications strategies to support the Office of the President, Student Recruitment, Advancement, and other institutional priority areas:
 - In consultation with the Directors of Strategic Enrolment and the Director of Communications, develops short- and long-term marketing and communication plans, which support recruitment efforts over the various stages of the enrolment management funnel (prospect, applicant, current student, graduate)
 - Collaboration with the Manager of Alumni and Strategic Initiatives on marketing and communication-related requirements for the efficient development and publishing of biannual Algoma U Today magazine (print and digital)
 - Supporting the creation of publishing of the President's Board and Annual Reports, providing regular reports to support institutional priorities, projects and initiatives.
 - Provides expertise and guidance to a variety of related committees/teams such as the Strategic Enrolment Management Task Force, Recruitment Team, Communications Team, etc.
 - Assists the Director of Strategic Enrolment (overall) and individual Schools with the University on the development of coordinated detailed short-term (one-year) marketing plans, based on established goals and budgets.
 - Assist with the effective implementation of the strategies/action items outlined in the associated marketing plans.
 - Conduct annual marketing activity audit and competitor analysis for both digital and print materials. Use results to support continuous improvement of all marketing tools.
 - Serves as Marketing and Communications lead to work alongside the Managers of Domestic and International Recruitment to ensure the successful and efficient planning, coordination and implementation of various recruitment events - Ontario Universities Fair, Open Houses, Guidance Events, etc.
 - Tracking and management of marketing budget specific to general university promotion which complement recruitment campaigns developed by the Strategic Enrolment Team.

C. Office Administration Oversight

- Ensure the appropriate collection, analysis and reporting of data required for the development of marketing strategies and analysis, strategic planning and decision making to support broader Institutional objectives
- Monitor and process marketing and communications staff expenditures
- Track staff vacation/overtime/sick (VOS) time
- Research and stay up to date on industry and market trends as they relate to marketing, communications and other related activities
- Participate in university committees, special projects or represent Algoma at external events as required
- Ensure the highest level of pro-activity and service for the Marketing and Communications Departments, the Office of the President, Advancement and other priority areas
- Advise on draft policies and procedures
- All other duties as assigned

Required Skills

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications or related discipline and 3-5 years of marketing related experience in progressively senior/supervisory positions.
- A track record of meeting or exceeding performance targets
- Excellent knowledge of technologies, tools and software required to support marketing activities including working knowledge of graphic design (InDesign, Adobe Suite, Canva, Publicate), social media management.
- Proficient in the use of computer applications/platforms, G-Suite
- Excellent knowledge of budgeting, office management and administrative functions
- Experience within a cross-cultural work and learning environment an asset
- Excellent time management, organizational and problem-solving skills required
- Excellent editing, content creation, verbal and written communication skills
- Excellent data analysis, financial management and budget development skills
- Knowledge of University policies and procedures, and an understanding of the university's organizational structure, its governance, as well as the broader post-secondary sector is an asset
- Demonstrated ability to influence others, create alignment, generate commitment to goals and inspire others to action
- Experience leading complex and multi-stakeholder projects
- Experience working within a complex, unionized environment
- Ability to maintain privileged and confidential information
- Ability to apply sound judgment, tact and diplomacy
- Ability to manage multiple priorities to ensure deadlines are met
- Valid driver's license
- Willingness and ability to travel as needed
- Commitment to understanding Algoma University's Special Mission and The Seven Grandfather Teachings
- Vulnerable Police sector check is required

Other Requirements

WORKING CONDITIONS

- Physical Effort Required
 - Minimal: Some lifting/physical effort required for transportation of materials and setup for school visits
 - Physical Environment
 - Minimal: Minimal exposure to unpleasant/disagreeable conditions. Irregular and extended working hours at times, due to meeting schedules and special functions.
 - Frequent travel between campuses.
 - Sensory Attention
 - Considerable: Work requires a frequent need to concentrate on a variety of sensory inputs for a lengthy duration requiring diligence and attention.
- Considerable multi-tasking, extreme attention to detail required.
- Mental Stress
 - Considerable: High paced and deadline driven environment, with frequent distractions and interruptions.

How to Apply

Please submit a resume and cover letter (combined PDF) to people.culture@algomau.ca no later than 4:00pm on Friday, August 19, 2022.

Algoma University is strongly committed to fostering diversity and inclusivity within our community and is an equal opportunity employer. The university invites and encourages applications from all qualified individuals who would contribute to the further diversification of our Institution, including equity-seeking groups that are traditionally underrepresented in employment (Indigenous peoples, racialized persons, women, persons with disabilities, and 2SLGBTQQIPA+ persons).

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by

Algoma University throughout the recruitment, selection, and/or assessment process to applicants with disabilities.

Please note that the successful candidate will be required to provide a Police Vulnerable Sector Check as a condition of employment.

This position is open to all qualified applicants, although preference will be given to Canadian citizens and permanent residents of Canada.