



MANAGER, MARKETING AND COMMUNICATIONS (14-MONTH MATERNITY LEAVE COVERAGE)

When hired, the incoming Manager will overlap with the outgoing Director for one-month of training, project handoffs and support.

Overview

Reporting to the President as part of the senior management team, the Manager, Marketing and Communications is primarily responsible for developing and executing all marketing and communications strategies, initiatives and materials for the Colleges.

The Manager, Marketing and Communications works collaboratively with the President and other members of the senior management team to set and achieve strategic goals for the promotion and growth of the Colleges. Working relationships with other departments include Recruitment, Academics, Development and Alumni Relations, Public Events, Human Resources, and Student Services.

Expectations and Responsibilities

Strategic Planning

- Participate in developing overall strategic plans and the associated policies and procedures of the Colleges
- Leading the development of strategic plans, guidelines and operating procedures for all communications and marketing activities, including the digital and online presence of college and external websites and social media
- Manage and set goals for Marketing and Communications Department Staff

Marketing and Communications Management

- Develop and implement marketing communications strategies and plans
- Work collaboratively with staff, faculty and stakeholders to manage, maintain and promote the Colleges' brands through a variety of mediums that include: websites, media releases, social media, digital marketing, posters, direct mail, invitations, manuals, brochures, pamphlets, signage, photos and videos
- Edit content for all external communications, following the Colleges' style guide and Canadian Press standards



- Ensure all communications are accurate, proofed and adhere to visual identity and brand guidelines
- Manage all aspects and applications of approved institutional branding and visual identity
- Prioritize and assist in collaborating and planning communication collateral, execution of events, and promotional campaigns in other internal departments
- Provide creative direction to graphic designers, web developers and photographers and other contractors
- Participate in other campus wide events as appropriate
- Desired: Develop and manage ongoing Media Relations plans and act as the primary media contact and spokesperson; advise senior management team on all media and communications opportunities and potential risks, including issues and crisis communication management requirements

Financial Management

- Develop and manage department budget for institutional communications and marketing
- Manage costs and responsibilities associated with outsourced marketing and communications services
- Assist other internal departments to develop marketing and publications budgets and exercise control over costs of publications and other approved requests being managed on their behalf

Qualifications and Skills

- A Bachelor's degree in Marketing, Communications or a related field (or proven job experience in marketing and communications)
- Minimum four years of experience working in communications or marketing environments; or equivalent combination of training and relevant experience in roles requiring high levels of judgement, discretion and confidentiality
- Demonstrated exceptional time management and organizational skills, with ability to multi-task and be flexible and adaptable working independently or as part of a team
- Expertise in both oral and written communications and presentation skills; demonstrated advanced knowledge and understanding of graphic design, advertising and digital marketing
- Ability to lead a team of internal staff and external contractors to complete tasks and projects
- Demonstrated understanding and experience in media relations, community relations, event planning and internal communications
- Knowledgeable about digital marketing and social media marketing best practices
- Commitment to forwarding the missions and visions of St. Mark's College and Corpus Christi College
- Post-secondary and non-profit work experience are an asset



Posting Details

Closing Date: November 2, 2022. Applications will be reviewed as they are submitted.

Start date: Mid-December to early January, 14-month contract

End date: Dependant on start date, 14-month contract

About St. Mark's and Corpus Christi Colleges

The Community of St. Mark's at the University of British Columbia is comprised of St. Mark's College, St. Mark's Parish and Corpus Christi College. Together we provide a centre of excellence for higher education in British Columbia.

Corpus Christi College offers the best start for undergraduate students embarking on their university experience, fortified by an education offering the richness of Liberal Arts. St. Mark's College offers graduate-level academic and professional programs, including degrees and certificates for teachers, administrators, ministerial leaders, social service workers and other professions.

Corpus Christi College and St. Mark's College at UBC are open to individuals of all backgrounds and traditions, and we are committed to meeting students "where they are" on their life journeys. We play a crucial role by offering small classes, accessible faculty and a community environment focused on forming graduates who are prepared to take on the intellectual, professional, and social challenges of our times. You can be part of helping us accomplish this mission.

Diversity Statement

SMC and CCC welcome applications from any person with the skills and knowledge to contribute productively to the scholarly life of the Colleges. They especially welcome applications from persons of diverse faiths, visible minority group members, Indigenous/Aboriginal People of North America, and persons with disabilities.