

# LOYALIST Of Applied Arts COLLEGE & Technology

*We seek outstanding individuals to join our dedicated administrative staff team. Become a part of our diverse College, creating brighter futures, greater prospects and endless possibilities!*

<b>TITLE:</b>	Manager of Marketing, Communications & Events	<b>POSITION:</b>	Full Time Permanent
<b>LOCATION:</b>	Belleville, Ontario – Main Campus/Hybrid	<b>HOURS:</b>	35 hrs/week
<b>DEPARTMENT:</b>	External Relations and Business Development	<b>COMPENSATION:</b>	\$86,568 - \$108,209
<b>POSTING DATE:</b>	April 8, 2022	<b>START DATE:</b>	A.S.A.P.
<b>CLOSING DATE:</b>	April 22, 2022	<b>COMPETITION #:</b>	ADM21-07N

## Who We Are:

In a world obsessed with big, we are small and being small gives us the power to do *big* things; things that make a big difference to our students, community, and partners. Small means that we can move mountains to help every student succeed, confident in who they are and what they are capable of becoming. In an impersonal world of big lecture halls and stadium seating, we know our students by name and circumstance. Small frees us to provide personal one-on-one attention, in small classes and learning environments. We are Loyalist College. We are small.

If you've just read that paragraph and thought, "I want to be part of mission" then this role at Loyalist College is for you!

## Who You Are

A talented, self-motivated communications professional with an impressive track-record of leading teams across complex, high-impact initiatives. You hate buzz words, preferring to build meaningful conversations and content. You open the Globe & Mail and first flip to the Report on Business; yet, still appreciate a well-crafted Opinion Piece. The terms "Inbound Marketing Funnel," "Lead nurturing" and "Unique Selling Proposition" capture your attention, but you're also interested in the human-interest stories behind the hype (think Joan Didion meets Oliver Sachs -- with a dash of Oscar Wilde).

Sound like you? Let's talk.

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## About the Position

Loyalist College is looking for a Manager of Marketing, Communications and Events who lives and breathes possibility and know-how. Reporting directly to the Director of Marketing and Communications, the Manager will be a member of the Marketing and Communications (MARCOM) Team. We are a small but mighty team: we work closely together, pay keen attention to both strategy and detail, and love the work, issues, and people we engage with. The Manager role is responsible for managing the implementation and administration of College's publicity, marketing, communications and events that advance the College's strategic priorities and external relations. Under the guidance of the Director of Marketing and Communications, the successful candidate will contribute to Loyalist's growth by ensuring the College maintains high visibility and reputation. This includes clearly defining and communicating the College brand strategy and building internal and external relationships to enhance and promote the strengths of the College. They will be providing direction to the Marketing and Communications staff members around the creation, implementation and measurement of a broad spectrum of strategies and tactics which advance domestic and international marketing and corporate communications. This includes managing the promotion and events strategy and delivery.

## More specifically, we are looking for candidates who are:

**Creative** You take an initiative and look at it upside down, sideways and backwards and you find new and interesting ways to take it forward.

**Collaborative** You know that creativity alone is not enough – you need a team to make ideas bigger and better, and to make them happen. You have an ability to see what's possible not just with ideas, but with people, too. You are a respectful, enthusiastic, and caring partner with internal and external stakeholders alike.

**Accountable** You make promises, and you keep them. And you develop and hold your team accountable for doing the same. You measure and monitor what you and your team produce, and always aim for excellence.

**Outstanding at Your Craft** You have direct experience in all forms of communication modalities and you can provide subject matter expertise as well as an extra set of hands when needed.

**Visionary** You can identify and successfully articulate where it is you want to take the College and the team while being in sync with the College's overall vision and strategy.

**System Thinkers** You can see the big picture and you're able to understand how different parts of a complex, interconnected system influence each other. You're able to align and motivate these different parts in order to execute on your vision.

**Committed to a diverse, equitable and inclusive community and culture** You are informed about and committed to building a culture where we proactively work to provide opportunities for those individuals and groups who have traditionally struggled against oppression, exclusion, hate, violence, and harm. You hold yourself and others accountable for noticing, naming, and acting against these patterns and for pro-actively creating accessible opportunities and support.

## Walk me through a typical day:

- Develop and manage a comprehensive domestic and international College brand marketing and communications strategy, related tactics and processes to increase enrolment and advance the College's mission, vision and values.

- Collaborate with schools, departments and business units on their marketing and recruitment interests to ensure alignment with corporate goals and priorities.
- Develop and manage a fully integrated marketing and communications team and collective strategy to support the College's strategic objectives.
- Manage the development of all aspects of domestic and international multimedia communications and recruitment materials to advance the College brand
- Deliver multi-platform multi-media content and marketing services (print publications, advertisements, corporate videos, web and corporate social media presences and digital and in-person events in a variety of formats).
- Deliver creative design services including all necessary graphics, photography/videography, text, web-based sites, social media sites, etc. to accomplish departmental and College goals as required.
- Cultivate and maintain a working relationship with domestic and international media representatives to enhance press coverage and establish the reputation of the College and the high quality of College programs and facilities
- Develop and lead external relations activities in support of strategic College advancement.
- Research, write, and assist members of the College's executive team in the development of news releases, government presentations, documents and reports.

## **Helpful Qualifications:**

- A Degree/Diploma in Arts, Business Administration, Marketing or Public Relations
- 5-7 years' experience with progressive levels of responsibility for marketing, planning and execution, with a proven record of writing, editing, developing creative communications in print, web and digital platforms for multiple audiences
- Highly qualified, creative and dynamic manager with diplomatic skills, foresight and sound business judgement
- Proven ability to deal professionally with conflict management and ability to proactively and reactively make well-considered decisions
- High level of confidence, professionalism and collegial demeanour
- Detail oriented to ensure accurate and reliable implementation of marketing and communications strategies
- Mentoring skills, guiding and educating the College community supportively
- Specialized knowledge required in the principles and practices of public relations, marketing, sales, design, communications, publishing and print applications; and
- Demonstrated ability to work cohesively with a wide-range of constituents: faculty, staff, students, business and industry representatives, government officials, media, suppliers, the general public and other educational institutions with proven leadership skills to establish integrated marketing and communications strategies

## **One last thing:**

Worried you're not a perfect fit? Consider applying anyway. This is a senior level position that involves managing team members and contracts, but it also provides an ideal opportunity to work with a great team and a wide variety of stakeholders, which provides a great balance of skill-building opportunities to accelerate your career development.

**TO APPLY:** Applications **must** be submitted **quoting the competition # ADM21-07N in the email subject line.** Please send a covering letter and a resume in MS Word or PDF format to:

**Human Resources Services**

**E-mail: [peopleandculture@loyalistcollege.com](mailto:peopleandculture@loyalistcollege.com)**

*Loyalist College is committed to creating a safe and healthy campus for all staff and students. Effective November 1, 2021 all staff and students who visit, work or study on campus must be fully vaccinated. An individual is considered fully vaccinated fourteen (14) days after the administration of the second of two Health Canada approved vaccinations. Exemptions for medical or religious/creed reasons under the Human Rights Code must be obtained through Loyalist College's formal exemption process. For more information on Loyalist's Vaccination Policy and Exemption Forms please visit [COVID-19 Information Centre: Loyalist College.](#)*

*Loyalist is committed to promoting a diverse and inclusive college community. We encourage and welcome applications from marginalized and equity seeking groups. Loyalist College is committed to accommodating applicants with disabilities throughout the hiring process. If you have accommodation needs, please inform us as soon as possible by sending an email to [peopleandculture@loyalistcollege.com](mailto:peopleandculture@loyalistcollege.com).*

*Please note: Following an offer of employment, candidates with Canadian credentials will be required to provide official transcripts from the granting educational institution(s); candidates with international credentials must provide World Education Services (WES) [www.wes.org/ca](http://www.wes.org/ca) evaluation (at their own cost) confirming Canadian equivalency of their credentials.*

*We thank all applicants, however, only those selected for an interview will be contacted.*