



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

L9 P23 R4074 HWY 596 - Box 109

Keewatin, ON P0X 1C0

Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/30

ASSOCIATE DIRECTOR, MARKETING

Job ID	27619-5435	
Web Address	https://careers.indigenous.link/viewjob?jobname=27619-5435	
Company	McMaster University	
Location	Hamilton, ON	
Date Posted	From: 2019-07-12	To: 2050-01-01
Job	Type: Full-time	Category: Education

Description

McMaster University fuels curiosity, inquiry and discovery. Every day, we push the boundaries of knowledge through our world-class, interdisciplinary research and our ground-breaking approaches to teaching and learning. Our students, researchers and staff are among the best and brightest. We are seeking an equally talented Associate Director to join the marketing team's efforts to lead the strategy and governance of reputation, rankings and brand management priorities for the University.

Department Description The University Advancement division of McMaster University is an integrated department that encompasses the areas of Communications & Public Affairs, Marketing, Development, Alumni Advancement, Stewardship & Donor Relations, Volunteer Engagement and Advancement Services; areas that coordinate their activities and work as a team to build relationships, reputation and resources. Our vision is: Together, we enable McMaster to advance human and societal health and wellbeing. Our mission is: Inspired by McMaster's tradition of collaboration and innovation, we strengthen relationships, reputation and resources in pursuit of our goal to be the best. University Advancement's approach to realizing our mission and vision reflects these core values and principles: Integrity, Quality, Respect, Service, Strategy and Teamwork.

The Associate Director, Marketing will lead strategy and governance of reputation, rankings and brand management priorities for the University by facilitating partnership with University senior leaders, developing communities of practice, and leading a team of marketing professionals. One of the key priorities for the Associate Director will be to lead the strategy for University-wide web and digital projects. The Associate Director plays a key role in all the activities of the Communications and Public Affairs. These activities are strategic and designed to promote a positive public image of the University to all audiences including the media, the internal community, alumni, government officials and opinion leaders in both the internal and external community. The position regularly works with the University's senior management team, board members, faculty and volunteers providing strategic marketing and communication counsel. This position acts as the University's spokesperson, participates as a member of the Crisis Response Team when circumstances dictate, and is a leader in all matters regarding the operation of the department including matters related to staff. This authority is most likely to be exercised in the absence of the designated supervisor but this individual is frequently called upon to act in this capacity and is expected to do so by the Assistant Vice-President.

Accountabilities Ensures that marketing and communication planning is considered by all senior officials at the University and encourages and

implements the development of marketing and communication planning as a regular part of all major University projects and issues management. Is responsible for development of strategic planning for marketing and communications programs and projects, internal communications, marketing community, community and government relations. Also responsible, in partnership with other members of CAPA to ensure goals are met and results measured. Is responsible for developing, implementing and measuring strategic marketing plans for the University in concert with other University leaders Works in conjunction with the Assistant Vice-President, Executive Advisors, Communication Director, the President and other senior leaders on development and implementation of strategies including, marketing, communications and government relations Oversees the creation and delivery of a comprehensive community relations strategy Is responsible for the development of marketing and communication in all platforms with a particular focus on ensuring that they meet strategic objectives and are delivered on time and on budget Ensures regular, frequent, positive media coverage of McMaster – its policies, programs, research activities, people and events. Is a leader in digital evolution and is responsible for overseeing a wide range of digital projects and properties, their planning, successful execution and project management, and measurement. Is committed to delivering the highest level of service to the University community and to building a network of strong relationships across the organization Ensures that McMaster administrators, faculty, staff, volunteers and board members are equipped to deal effectively with internal and external marketing and communication issues and provides strategic advice on issues management communication. Coaches and trains across the University – from President, through Deans of faculties to individual members of staff and faculty on their work with internal and external audiences including the media. Actively promotes internal and external collaboration and partnerships to strengthen the University's reputation with a focus on delivering stellar service and support Works with the Assistant Vice-President and other members of CAPA to plan, implement and evaluate all aspects of programs within the portfolio which includes working with government officials at all levels and elected officials and members of McMaster's internal and external communities. Represents the University with these officials and takes direction in this area from a variety of University officials including the President and the Vice-president, University Advancement Works in conjunction with the executive directors of marketing, public affairs and the director of communications to ensure that the CAPA maximizes opportunities to successfully coordinate assignments and projects within the operation and with other areas of campus. Provides support to supervisor Director in all aspects of the Communications and Public Affairs department and frequently represents the department and the University both on and off campus in matters of marketing and communication counsel and strategic communications advice. With their supervisor, is involved in all matters related to staff development including hiring, evaluation and planning. Is directly responsible for all aspects of managing TMG and bargaining unit staff members in the department who report to the position. Provides counsel to all members of the department and works with CAPA leadership on all aspects of staff management including evaluation, training needs and any problems related to performance. Regularly provides counsel to staff in the other UA areas. Will be called upon to serve as a member of the University's Crisis Response Team in the absence of the AVP or Director of Communications. This team, during the period of a crisis, is responsible for all decisions taken by the University in response to the crisis and this individual must be capable of accepting this responsibility. When the AVP and director are present, this individual will be responsible for the Crisis Communications team that responds and

advises the University's Crisis Response Team. Works with supervisor on all aspects of the departmental budget and manages project budgets on a day-to-day basis. From time to time, this position will play a leadership role in University Advancement activities and project teams. At times this position acts as a university spokesperson

Note: The nature of the position and scheduling necessities of the position dictate working hours which are irregular and may require evening and weekend work. Some travel is required. In the event of a crisis, the position is on call at any time and may be called to serve as a member of the Crisis Response Team.

Qualifications

Education:

- A University degree in English, Journalism, Communications, marketing or a related field.

Experience: Significant experience as communications, public relations or marketing manager.

Experience leading the strategy for web/digital priorities of organizational-wide scope is a significant asset. Background as a working journalist in print, radio, television is a benefit.

- Experience in government relations is an asset

Knowledge/Skills: Sound judgement and decision making Volunteer management skills

Demonstrated success in marketing initiatives and management Proven strategic planning

experience Demonstrated outstanding communication (oral and written skills) A strong background,

understanding and experience in the digital environment and ability to anticipate technological shifts

and their relevant applications Project management, including all forms of production Strong service

approach in working with people both inside and outside of organization Effective time management

Facilitation skills Demonstrated management of employees and budgets Microsoft suite of software

– including word processing (Word), spreadsheets (Excel) and presentation (Power Point)

programs Comfortable in both Windows and Mac environment Programs for web management

(including content management systems – WordPress, Drupal – Google analytics,

Google AdWords) and emerging communication technology ADVANCE database

Knowledgeable about: University Advancement policies and procedures McMaster Alumni

Association policies and procedures McMaster University policies and guidelines McMaster's

Brand Standards and marketing and communication strategies The University's Crisis

Response Plan

For more information, visit McMaster University for ASSOCIATE DIRECTOR, MARKETING