



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

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/06/30

Marketing & Communications Lead

Job ID	380136-1-2261	
Web Address	https://careers.indigenous.link/viewjob?jobname=380136-1-2261	
Company	Toronto Metropolitan University	
Location	Toronto, ON	
Date Posted	From: 2024-04-09	To: 2050-01-01
Job	Type: Part-time	Category: Education

Description

About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University (TMU) is on a transformative path to become Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current academic plan outlines each as core values and we work to embed them in all that we do. TMU welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us in realizing the benefits of embedding these values into the work at every level and in every unit of the university. In addition, to correct the conditions of disadvantage in employment in Canada and to bring lived experiences to the work, we encourage applications from members of equity deserving groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit Peoples in Canada, First Nations Peoples in the United States, racialized people, Black people, persons with disabilities, women, and 2SLGBTQ+ people. Preference will be given to candidates with lived experiences as people from equity deserving groups, as well as experience working with these communities with which the University works every day. Please note that all qualified candidates are encouraged to apply and we welcome newcomers and immigrants to Canada. In April 2022, the university announced its new name of Toronto Metropolitan University. Learn more about our next chapter. The team

The DMZ is a world-leading startup incubator based at Toronto Metropolitan University that equips the next generation of tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups. By providing connections to customers, coaching, capital, and a community, the DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey - whatever that might be. Through its award-winning programming, the DMZ has helped more than 820 startups raise \$2.58 billion in capital and create 5,000+ jobs. Headquartered in Toronto, Canada with globally-accessible programming, the DMZ has a widely-recognized international presence with offices in Vietnam, India, and the U.S., and partnerships across North America, Latin America, Africa and Asia.

The Opportunity

The Marketing and Communications Lead will oversee DMZ's core brand and communications to increase its profile as a world-class startup incubator in local, national and international markets. The successful candidate will:

- Develop and implement integrated marketing initiatives for various stakeholders within DMZ's international network, including startups, private and public funders, corporate sponsors, and global clients, with oversight from the Director.
- Act as the primary liaison for specific DMZ clients, leading high-profile projects that support revenue-generating activities for the DMZ, the University, the DMZ's clients and their constituents, while ensuring efforts are aligned with institutional brand strategies.

Responsibilities will include but are not limited to:

- Oversee the development and execution of DMZ's global portfolio of brands to achieve clients' marketing goals and objectives by building marketing plans/campaigns and provide communications support and strategic communications advice to internal and external clients within startup and innovation ecosystems globally.
- Liaise with internal and external stakeholders and external service providers, including tech startups, national

sponsors, government officials and global clients to provide fully integrated marketing and communications recommendations and maintain contact with service providers and stakeholders through communication draft and production stages.

- Coordinate print and web-based projects to drive brand awareness and startup recruitment activity at DMZ's Toronto headquarters, including, researching, writing, editing and coordinating the production of various marketing materials, both print and digital, on behalf of DMZ Toronto startup clients.
- Oversee project scheduling and budget requirements, monitor project's progress and update schedules as necessary.
- Keep abreast of current trends and industry standards by researching and monitoring key industry developments and competitive activity to apply to the day-to-day development of client marketing programs.

Qualifications

To help us learn more about you, please provide a cover letter and resume describing how you meet the following required qualifications:

- Completion of a post-secondary degree program in Communications, Business or Marketing, or a related field is required.

At least five (5) years of relevant experience in a busy marketing, branding, public relations or advertising agency or similar environment with the following requirements:

- Experience in sponsorship management, advertising, social media, website management, brand management, budget management, and stakeholder and community relations.
- Experience working with clients and stakeholders such as startups, investors, incubators, governments and other large enterprises focused on technology and innovation.
- Strong knowledge and application of marketing principles, digital strategies, print production and overseeing multi-channel campaigns from start to finish.
- Strong knowledge of digital and print production and experience and knowledge of developing marketing strategies to achieve defined objectives.
- An equivalent combination of education and experience may be considered.
- Strong strategic, execution and decision-making skills, project management, analytical and problem-solving skills
- Excellent oral and written and presentation skills.
- Excellent communication and public speaking skills to share the vision of the DMZ with and build the support of various stakeholders, and to facilitate participant assessment and liaise with key stakeholders to promote the program.
- Excellent interpersonal skills to effectively deal with various stakeholders.
- Strong flexibility and time management skills to allow efficient management of tight start-up and delivery schedule.
- Proven research skills to conduct environmental scans and needs assessments, identify trends and modify program directions as indicated.
- Strong analytical skills to metric companies in the programs and provide quantitative analysis on their progress to modify program as needed.
- Ability to effectively write curricular materials, reports and proposals.
- Demonstrated effectiveness in community/organizational development and capacity building initiatives.
- Up-to-date knowledge of current economic development issues, and in-depth understanding of emerging markets and area of opportunity to be leveraged by emerging technologies.
- Ability to handle high pressure/high velocity environments.
- Computer skills, web skills.
- Creativity, imagination, innovation and teaching facilitation.

Additional Information

Position Number(s) 20004463

Reports To Director, Marketing and Communications

Department DMZ

Vacancy Type TERM

Employee Group OPSEU

Work Location Hybrid (in-person and remote)

Start Date ASAP

End Date 1 year from start date

Hours of Work 36.25

Grade 13

Salary Scale \$81,311.86 - \$103,003.41

Hiring Salary Range -

TA Specialist -

Posting Date June 21, 2024

Application Close Date July 13, 2024

Additional Notes:

- An equivalent combination of education and experience may be considered.
- As part of the selection process, candidates may be required to complete an occupational assessment. Applications will only be accepted online through Toronto Metropolitan University's career site.
- Toronto Metropolitan University is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA), and aims to ensure that independence, dignity, integration and equality of opportunity are embedded in all aspects of the university culture.
- We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please submit your request through the AskHR webform. All information received in relation to accommodation will be kept confidential.

For more information, visit [Toronto Metropolitan University for Marketing & Communications Lead](#)