



# 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: 2024/04/28

## MARKETING AND COMM STRATEGIST

<b>Job ID</b>	<b>29555-5565</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=29555-5565">https://careers.indigenous.link/viewjob?jobname=29555-5565</a>	
<b>Company</b>	McMaster University	
<b>Location</b>	Hamilton, ON	
<b>Date Posted</b>	From: 2019-11-11	To: 2050-01-01
<b>Job</b>	Type: Full-time	Category: Education

### Description

Should the successful applicant be a Unifor Unit 1 bargaining unit member, who meets the eligibility conditions of Article 19.02 of the Unifor Unit 1 Collective Agreement, then the Limited Term Assignment will be defined as a Career Growth Opportunity in accordance with Article 19 of the Unifor Local 5555 Unit 1 Collective Agreement. Job Title Marketing and Communications Strategist Pay Grid Unifor Job Code UJD181 Pay Grade 9

Department, Unit or Project Description: The Michael G. DeGroote Initiative for Innovation in Healthcare is the result of a significant gift from Mr. Michael G. DeGroote to McMaster University in 2015. The Initiative for Innovation in Healthcare at McMaster University is focused on cutting edge innovation in research and teaching while developing a culture of innovation, commercialization, and entrepreneurship. Key areas of focus to date include health leadership, medicinal cannabis, biomedical engineering, and lung health. A number of research and education centres, focusing on each of these priorities, have been formed under the umbrella of The Michael G. DeGroote Initiative for Innovation in Healthcare.

Job Summary: Responsible for developing, implementing, and evaluating effective marketing and communication program strategies designed to promote the programs, services, events, and workshops provided by the department.

Accountabilities:

- Develop annual marketing and communications strategies in consultation with others.
- Develop, manage, and evaluate the visual identity and branding for the department through the use of effective marketing and communication strategies.
- Ensure marketing initiatives are communicated and understood by others and that they are in compliance with the University's branding policy and other relevant procedures and guidelines.
- Develop guidelines and policies to ensure the consistency of messaging and standards as it relates to the marketing and communication strategy.
- Design, prepare, and distribute online and print collateral.
- Develop and conduct surveys, and facilitate focus groups to evaluate the effectiveness of implemented marketing and communication strategies.
- Develop strong working relationships with key contacts and stakeholders within the internal and external community for the purpose of promoting the activities and programs of the department.
- Make recommendations on the schedule of activities and events for purposes of effective and integrated promotion.
- Make recommendations pertaining to the appropriate level of use for mass communication strategies including, but not limited to, email, e-cards, social media platforms and other marketing initiatives.
- Write business plans which include the development of communication and strategic plans and objectives.
- Write articles and publications to promote activities, events, and programs.
- Provide input into the development of the department website.
- Coordinate, review, and edit all web content to ensure the quality of content.
- Coordinate and manage all marketing and promotional initiatives including, but not limited to, all print material, website, social media and public media presence.
- Coordinate and write the department's annual report and accomplishments.

- Establish work priorities and schedule the necessary resources for plan implementations.
- Establish and maintain high quality professional standards for all related output from the department.
- Develop and monitor the marketing and communications budget.
- Provide recommendations on the financial and staff resources required to support the implementation of marketing plans.
- Respond to inquiries and provide advice to others regarding marketing, communications, social media and print publications.
- Develop and deliver presentations to promote programs and activities.
- Provide support in the recruitment, retention, and engagement strategy for casual staff.
- Liaise with media, advertising and professional print and web designers.
- Respond to media inquiries through various mediums.
- Participate on committees related to marketing, communications, and branding within the organization.
- Research best practices and effective marketing and outreach trends.

Qualifications: Education:

- Bachelor's degree in a related field.
- 2 year Community College diploma in Public Relations, Marketing, or a related field of study.

Experience:

- Requires 3 years of relevant experience.

Assets:

- Strong analytical and database management skills
- Proficiency with Excel, Word, PowerPoint and Sitefinity CMS
- Knowledge of Photoshop and Illustrator
- Demonstrated understanding of digital channels – web, mobile, search, and social
- Experience developing content for web and social media community channels
- Experience developing content for formal reports and media releases
- Good understanding of HTML and web accessibility
- Experience in developing and managing a customer relationship management (CRM) tool

Additional Information:

- You are highly organized, analytical, detail-oriented with strong project management skills
- Ability to prioritize and perform in a fast-paced, deadline-oriented environment
- Self-starter, independent and proactive, who will show initiative and bring forward new ideas to the team
- Desire to work in a team-based environment on multiple projects with minimal supervision
- Excellent/professional oral and written communication skills
- Ability to work confidently and enthusiastically with all levels of an organization

For more information, visit McMaster University for **MARKETING AND COMM STRATEGIST**