



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: 2024/05/05

Director, Marketing, Communications, Community and Government Relations

Job ID	373092-1-8182	
Web Address	https://careers.indigenous.link/viewjob?jobname=373092-1-8182	
Company	Toronto Metropolitan University	
Location	Toronto, ON	
Date Posted	From: 2023-04-18	To: 2050-01-01
Job	Type: Part-time	Category: Education

Description

About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University is on a transformative path to becoming 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.

We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority. In April 2022, the university announced our new name of Toronto Metropolitan University, which will be implemented in a phased approach. 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 770 startups raise \$1.95 billion in capital and create 4,900+ 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 Director of Marketing and Communications oversees and implements the design and management of marketing and communications projects and materials, and provides creative, strategic leadership in all online and offline communications and public relations activities designed to promote the DMZ and other entrepreneurial initiatives to enhance Toronto Metropolitan University's reputation internally and externally. This role will be required to act as the liaison for DMZ start-up teams, connecting the DMZ and its entrepreneurs with conference organizers, other institutions and community members in the 'startup' space. You will also support the building and maintenance of strategic relationships with officials at the federal, provincial and municipal levels of government as well as other public sector institutions. Fostering community engagement initiatives inside and outside of the DMZ will also be a key initiative for this position. Responsibilities will include but are not limited:

- Responsible for brand management, appropriate use of logos and consistency in voice and messaging of all communications, ensuring alignment with strategic plan. Creatively supports and markets the DMZ brand identity consistent with the DMZ and Toronto Metropolitan University brand guidelines, positioning, objectives and accomplishments to a wide variety of audiences. Develops and maintains communications standards and guidelines,

including style guides to ensure consistent application of branding marks and references in all materials (internal and external).

- Oversees the branding, aesthetic design and user experience of all marketing and communications material related to the DMZ including: website, swag and promotional material, videos and digital media installations. Creatively directs staff and contractors as necessary, and is also responsible for implementation where appropriate.
- Develops, coordinates and executes year-round marketing initiatives. Maintains a calendar of competitions, events, and projects that engage the DMZ's target audiences. Sets the editorial calendar for the website and assists marketing staff in generating compelling editorial content.
- Works with the central MarComm team under the Office of the AVP University Relations, Communications, Government and Community Engagement to ensure marketing and communication efforts are aligned with university key messages and priorities.
- Oversees the hiring, performance management and development of staff, so that their full potential is actualized and their knowledge and skills are constantly updated, recommends corrective action as required. Assesses training needs and participates in the development of specific plans in consultation with staff. Seeks out opportunities to enhance diversity, equity and inclusion.
- Builds and maintains strong, productive relationships with internal and external stakeholders including external agencies to ensure that the DMZ, as well as its mission, services and participants, is properly represented in university communication.
- Oversees market research related to the awareness, attitude and perception regarding the DMZ, oversees the monitoring of media and other content channels to benchmark DMZ positioning against other incubators, both nationally and internationally. Develops long term plans related to the research findings, to ensure appropriate positioning within the competitive environment.
- Develops a framework for a government relations strategy for the DMZ. Acts as the main point of contact for external agencies used to enhance the DMZ's government relations portfolio.
- Prepares DMZ messaging, briefing notes, presentations and other related communications support materials for DMZ management team.

Develops, maintains and updates key messages and Q & A; to promote the DMZ's reputation and manage media and communication crises, as they arise.

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

- Completion of a post-secondary degree in a relevant field, such as visual arts, marketing and communications, public relations and/or advertising.
- At least 5 to 7 years related work experience is required in planning and implementing marketing & communications strategies and programs, brand development, content strategy, interactive commerce and creative process.
- Proven experience in managing evolving and multi-faceted relationships including direct and indirect reports, and providing counsel and support to peers and senior executives.
- Proven experience in a managerial role, supervising and developing staff and external resources, and planning and managing budgets.
- Proven leadership experience in the development and implementation of marketing plans, branding and market research, media and public relations, complex websites design.
- Possess a thorough understanding of interactive communications and delivery systems, processes, and user interface design as well as industry best practices;
- Ability to lead projects from concept to completion and apply best practices in user interface and interactive design;
- Working knowledge of software such as Photoshop, Illustrator, InDesign & Flash, Adobe AfterEffects & video editing. And of HTML, DHTML CSS, Actionscript & Drupal.
- Networking, business relationship building skills, and public speaking skills.
- Relevant experience and strong knowledge of the innovation, startup ecosystem/entrepreneurial sector.

Additional Information

Position # 20001649

Reports to Executive Director, DMZ

Vacancy type Term

Start date ASAP

End date 1 year from start date.

Employee Group MAC

Hours of work 36.25

Work location Toronto - Hybrid

Grade D62

Salary Scale \$103,100 to \$135,000

HR Contact Pooja Minutaglio

Posting End Date September 6th, 2023

The Perks

There is something for everyone! Employees are eligible for many benefits, services and discounts that Toronto Metropolitan University has to offer:

- Mid-year break that provides two weeks of paid time off in addition to your vacation.
- Group benefits including health and dental, employee and family assistance program (EFAP) and more!
- Tuition waiver for eligible employees and their spouse and/or dependent(s) and Tuition Rebate for eligible employees.
- Toronto Metropolitan University Retirement Planning: A defined benefit pension plan.

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 careersite. 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 contact hr@torontomu.ca. All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Director, Marketing, Communications, Community and Government Relations