



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:
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Job Board Posting



Careers.Indigenous.Link

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MARKETING & COMMS TEAM LEAD

Job ID	61973-7745		
Web Address	https://careers.indigenous.link/viewjob?jobname=61973-7745		
Company	McMaster University		
Location	Hamilton, ON		
Date Posted	From: 2024-04-24	To: 2050-01-01	
Job	Type: Full-time	Category: Education	

Description

Job Summary: Responsible for planning, developing, implementing and evaluating the department's marketing and communications strategies, plans and initiatives both internal and external. Collaborate with departments, university and third-party partners to deliver campaigns, events, promotions, advertising and public relations that align with the department's business goals, strategic priorities, and mission.

Purpose and Key Functions:

- Develop strategic marketing and communication plans, ensuring marketing objectives and target demographics are clearly defined and aligned with business objectives.
- Assign responsibilities among the marketing team and monitor progress, ensuring initiative objectives and deadlines are met.
- Project manage and execute marketing campaigns and initiatives, including allocating, distributing and prioritizing work tasks to marketing team
- Coordinate and project manage events, conferences and workshops both internally and with external community partners, assigning team tasks accordingly.
- Manage internal and external marketing and communications agencies and vendors, ensuring alignment to plans, budget, business objectives and brand standards.
- In collaboration with the Assistant Director, develop and determine creative direction for internal and external advertising, promotions and communications.
- Liaise with management, program managers, information specialists, operations, program associates and other relevant partners to identify marketing opportunities and gain consensus on developing prospect and student relationship plans and strategies.
- Collaborate and consult with marketing team and relevant departmental teams to develop comprehensive program marketing plans that align with program and departmental annual plans.
- Report on program performance metrics to provide recommendations to management for optimization for marketing campaigns and initiatives, social media, search, websites, and email.
- Work with marketing team to develop and implement reports and dashboards to inform management for future benchmarking and strategic planning.
- Provide advice on the market potential of new programs and strategies to promote enrolment and engagement
- Identify, manage and optimize marketing technology solutions, including CRM, website platforms, social media management system and Mosaic registration integrations.
- Lead departmental committee meetings to advance CRM and website architecture, user and customer experience and collaborate on broader tech implementations (i.e., Mosaic).
- Coordinate research, develop surveys and conduct interviews and focus groups for prospects, students, community, partners and other market segments.
- Oversee, coordinate and manage the collection, delivery, entry, verification, management, analysis and reporting of quantitative and qualitative research initiatives.
- Develop, implement, and analyze the marketing budget, including forecasting, reconciling and allocating expenditures.
- Prepare estimates of time and resources required for a variety of events and initiatives
- Research and present annual competitive reviews, SWOT and PEST analysis.
- Oversee and develop internal and external communications and public relations programs.
- Develop and deliver presentations at conferences and workshops.
- Serve on various University committees relating to marketing and student experience.
- Remain current with marketing trends, and developments in new technologies and social media platforms
- Remain current with Canadian and international government legislation, ethical standards, and policy documents which relate to marketing, data collection, privacy, and accessibility.

Supervision:

- Provide lead hand supervision and be responsible for the quality and quantity of work of others.
- Provides orientation and shows procedures to others
- Has ongoing responsibility for supervising the work of up to 5+ continuing employees

Requirements:

- Bachelor Degree in marketing, communications or related field of study.
- Requires 4 years of relevant experience.

For more information, visit McMaster University for **MARKETING & COMMS TEAM LEAD**