

Assistant Director of Marketing and Communications

Full-Time, Permanent, 1.0 Full-Time Equivalent (FTE)

As the Assistant Director of Marketing and Communications, you work under the supervision of the Director, Marketing and Communications to provide day-to-day management and planning of marketing communications to support the university's strategic priorities, enhance brand image, support the recruitment of undergraduate and graduate students, and support the engagement of alumni and donors.

KEY AREAS OF RESPONSIBILITY

Marketing Communications Planning, Management, and Execution

- Develop and implement marketing and communications strategies to recruit prospective students including:
 - Create and distribute targeted messaging and content
 - Social media campaigns and paid advertising campaigns to reach prospective students
- Collaborate with the Admissions department to develop and execute recruitment plans.
- Work closely with the Director to manage and provide oversight of the university's website and social media channels, ensuring engaging up-to-date content for prospective students.
- Work with faculty and staff to develop and produce compelling stories about the university's research, programs, students, and alumni.

Brand Management

- Support the Director in implementing the university's marketing communications plan to manage the overall brand, including visual components, messaging, and standards.
- Collaborate in developing key messages to support the university's strategic plan and initiatives; develop strategies to target these messages to potential students.
- Develop communications strategies to support and drive the university's goals and priorities with both external and internal audiences.
- Work with internal staff to develop creative communications concepts that reinforce the university's goals and positively influence perceptions. Provide direction and leadership of projects associated with these programs including marketing consultation and establishing goals and objectives.
- Develop and establish internal communications strategies to build community, awareness, support, and pride among internal audiences (faculty, staff, students).
- Develop and manage a branded merchandise program to increase the presence and recognition of the university's brand to internal and external audiences.
- Establish and maintain close relationships with staff to enhance collaboration and partnership opportunities for communications efforts to ensure synergistic, comprehensive, and consistent marketing communication activities.
- Collaborate with university staff to ensure that all marketing communications activities across the university consistently support the university's brand and image.

WORKING CONDITIONS

This position works with standard office equipment and sits for extended periods of time performing keyboarding activities. The Assistant Director of Marketing and Communications works in a fast-paced office environment and works closely with internal and external stakeholders, requiring on-going communication. Occasional evening and weekend work may be required as necessary for events.

WHAT YOU OFFER

- A commitment to the Christian faith, the church, and the mission of CMU.
- Bachelor's degree in a Marketing, Communications, or a related field; a combination of relevant experience and education may be considered.
- Minimum five (5) + years marketing and communications experience.
- Demonstrated project management experience in a team setting.
- Familiarity with Microsoft 365 and Adobe CC for editing and file management, access, and troubleshooting.
- Excellent written and verbal communication skills.
- Exceptional organizational and time-management abilities to handle multiple tasks and priorities effectively.
- Strong understanding of current marketing and communications strategies and best practices.
- Demonstrated commitment to promoting and enhancing diversity.

WHAT WE OFFER

- Extended Health, Dental, & Vision Benefits
- Employer Matched Defined-Pension Plan
- Comprehensive Paid Time Off
- Tuition Scholarship Benefit Program for eligible employees and dependents.
- Employee and Family Assistance Program

HOW TO APPLY

We want to learn more about you! Please submit your cover letter and resume to hrdirector@cmu.ca. We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Closing Date: Open until filled.

Canadian Mennonite University is committed to employment equity while ensuring our recruitment process is barrier free. Applications are encouraged from members of equity-seeking communities including women, Indigenous people, racialized people, people with disabilities, and people of all sexual orientations and genders.

If accommodations are needed, please send your request to hrdirector@cmu.ca.