



Communications and Special Projects Manager

Permanent, full-time opportunity in the Office of the President – Guelph, ON

An experienced communications professional who is certified in Public Relations and skilled in writing and editing will welcome this opportunity to play an integral role in advancing the vision, institutional priorities and branding of the President and the **University of Guelph** more broadly. If this key mandate aligns with your career goals, we would like to hear from you.

Reporting to the Chief of Staff, you will work in a dynamic, fast-paced environment providing executive support within the President's Office on strategic communications, special initiatives, key projects, issue and crisis management and strategic policy matters.

Working closely with the Chief of Staff, you will develop and implement executive communications plans to enhance the President's brand and advance strategic priorities, objectives and stakeholder engagement efforts. A key component of the role will involve working collaboratively with Communications and Marketing to ensure consistency and alignment in material across the University's channels and to implement content distribution strategies. You will also work with the Chief of Staff to develop an issues management framework for the President's Office and offer tactical issue and crisis management advice as needs arise.

As Communications and Special Projects Manager, you will drive the President's digital strategy and associated tactics to maintain a strong digital presence and promote the President's leadership role in the community. This will involve proactively identifying opportunities for social media content to maximize the President's participation in events, meetings and other opportunities in support of strategic objectives and presidential priorities. You will manage the President's social media calendar and website page while remaining current on emerging platforms, trends, technologies, issues, demands and approaches to align efforts with ever-changing best practices.

Bringing your senior-level research, writing and editing skills, you will prepare key messages, speeches, media responses, presentations, correspondence, briefing materials, blogs, news releases, op-eds, videos, special reports, digital and website content for the President. This will involve attending events alongside the President to provide communications support and engage the University of Guelph community and external audiences in a meaningful and impactful way.

This senior role requires exceptional project management skills, as you will be working collaboratively with the Chief of Staff and the Manager of Ceremonies and Events to provide communications leadership on projects and events driven by the President's Office. You will also be tasked with helping to advance a range of full cycle strategic initiatives, key projects, events, activities and other deliverables involving the President's office.

Projects and initiatives are organizational in scope, and you will be responsible for managing activities within the Office of the President and across various functional units, including coordinating and delegating tasks throughout the University for necessary follow-up, as well as supporting the Chief of Staff to ensure accountability for timelines and commitments.

QUALIFICATIONS

To fulfill the role of **Communications and Special Projects Manager**, you must be a best practices leader, both strategically minded and detail-oriented, with a profile that includes:

- An undergraduate degree in Communications or a related field (master's degree preferred), along with a minimum of six (6) years' related experience. A combination of relevant education and experience may be considered.
 - Accreditation in Public Relations (APR) certification.
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- Excellent writing skills with an aptitude for drafting and editing high-quality written materials and correspondence at the executive level.
- Exceptional verbal communication skills with the ability to exercise a high degree of tact, diplomacy, collaboration and problem-solving.
- Excellent interpersonal skills with a demonstrated ability to interact with diverse internal and external stakeholders and strategic partners.
- A high degree of organization skills with a demonstrated ability to produce high-quality work within tight deadlines and with a strong attention to detail.
- Sound judgment, maturity, and the ability to handle sensitive and/or confidential information with the utmost discretion and poise.
- Advanced computer skills: Outlook, PowerPoint, Word, Excel, social media management platforms, website, video editing, etc.

ASSET:

- An understanding of the University's strategic priorities, organizational structure, policies and procedures.

*The **University of Guelph** (www.uoguelph.ca) is one of Canada's leading research-intensive comprehensive institutions, with a record of outstanding scholarship in the arts, humanities, social sciences, life sciences, physical and engineering sciences, agriculture and veterinary sciences. This is your chance to join us in our endeavour to improve life.*

To view a detailed posting for the role of Communications and Special Projects Manager, including application instructions, please go to our website at www.uoguelph.ca/hr/careers. Applications, quoting **Hiring #2022-0148**, must be sent to: careers@uoguelph.ca.

At the University of Guelph, fostering a [culture of inclusion](#) is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.