#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Manager, Communications

**Job Number:** X-312 | VIP: 1081

**Band:** EXEMPT- 8

**Department:** Communications

**Supervisor Title:** Director, Communications

**Last Reviewed:**  April 26, 2023

#### **Job Purpose:**

Reporting to the Director, Communications, the Manager, Communications will provide communications and marketing planning, issues management, project management, oversight, and messaging in the Communications Office, developing and implementing marketing/communications plans and facilitating excellence in communications for a broad range of clients and strategic objectives within the University. The Manager supports the Director in building the University’s reputation and profile in support of enrolment, philanthropy, teaching and research, the Colleges, and other strategic initiatives at Trent’s Peterborough and Durham campuses.

#### Key Activities:

Typical management responsibilities will include supervision of staff, editorial management, marketing and communications planning, media relations, issues management, and internal communications.

##### Brand Management, Marketing & Communications Planning

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| * Support Director in the clear articulation, ongoing evolution, distribution and consistent adoption of brand standards and identity across the University.
* Contribute to the production of tools and support for staff and faculty throughout Trent to properly implement the University’s brand identity including logo and name usage, imagery, colour usage and messaging.
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| * Interpret and implement elements of the University’s marketing plan and the department’s operational plan to increase the profile and reputation of Trent with key target audiences, working with University clients on sub-plans to achieve specific goals.
* Track the University’s performance in various rankings and reports, update various records and reputation management measurement tools/reports.
* Employ various marketing tools and channels to convey Trent’s messages.
* Provide leadership and support to marketing and communications initiatives for recruitment, philanthropy, research, the Colleges, and other key areas.
* Liaise with advertising and media buying agencies to implement creative and media briefs and ensure appropriate procurement process is followed for awarding supplier contracts.
* Oversee various marketing collateral material from concept to completion such as videos, podcasts, brochures, reports, mailers, e-communications, web and social media content, etc.
* Stay abreast of emerging trends in marketing and communications, including digital and social media.
* Play key role on various committees (e.g. Integrated Communications Committee), providing support for effective publications and e-communications planning.
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##### Media Relations & Issues Management

* Oversee creation and implementation of a strategic media relations plan, leveraging traditional media, new media news engines and social media to build profile and awareness of Trent, with an eye to supporting recruitment goals of the portfolio and the University.
* Actively monitor local, regional, and national issues; identify opportunities that relate to Trent’s areas of expertise; and proactively engage Trent faculty to provide comment in media, participate on panels and profile Trent’s work.
* Coordinate, oversee and write media releases, pitches to local, regional, national, and international media, and provide oversight to Communications & Media Relations Officers on all media inquiries and relationships.
* Maintain and advantage robust media experts database.
* Act as back up to the Director on emergency communications and Emergency Operations Committee and act on strategies and provide communications support for all emergency response events, including campus closures.

##### Supervisory & Office Management

* Participate as a leader within the management team of the Communications & Enrolment portfolio.
* Supervise and manage Communications & Media Relations Officers, and a growing number of support staff roles to ensure high quality marketing & communications practices and content.
* Provide regular coaching and feedback and conducts annual performance appraisals for Communications staff.
* Act as primary supervisor to part-time students working in the Communications Office.
* Manage team of freelance writers and designers, overseeing all content development for use in publications, online, etc.
* Oversee and track Communications Office expenditures, prepare Communications budget spreadsheets and regular budget summaries /updates for the Director.
* Manage and triage both internal and external inquiries and initiate appropriate responses through plans, assigning and tracking work through to completion and measurement when appropriate.
* Keep departmental KPIs and coordinate reports for Director.
* Oversee the professional image and overall functioning of the Communications Office, including the organization of various information, electronic and hard copy files, data, etc.

##### Recruitment & Admissions

* Oversee creation and implementation of marketing and communications publications and e-communications calendar and strategy related for prospective students and applicants including print and electronic contact pieces at key stages throughout the recruitment cycle.
* Supervise and ensure quality of writing, coordination and production of communications/marketing materials related to recruitment and targeted as prospective students, including viewbooks, eComms, academic department materials, open house promotions and materials, Ontario Universities’ Fair collateral materials, offer packages, etc.
* Ensure team researches and stays abreast of recruitment communications best practices, trends, new digital strategies to effectively engage with University’s key target audiences, including prospective and current students.
* Engage internal University clients and departments in recruitment communications and marketing materials and initiatives.
* Provide leadership and recommendations on most effective uses, messaging, etc. related to recruitment social media.

##### Marketing & Communications, Research and Outreach

* Lead relationships with internal University clients, recording marketing objectives and drafting appropriate marketing and communications plans and materials for approval.
* Draft advertising and marketing material and copy for review by internal clients and approval of Director.
* Supervise and execute coordination and liaison with designers, freelancers, producers, photographers, and other marketing, communications and creative suppliers and contractors to facilitate timely delivery of marketing material for various campaigns, announcements, initiatives, and events.
* Manage tracking, reconciliation and archiving of media buys/creative and all related invoices, issuing purchase orders and ensuring regular updates on budget are available for Director review.
* Oversee additional ad hoc media buys as required for marketing initiatives, liaising with media reps, employing budget resources to secure optimum media placement and exposure.
* Act as editorial lead for Communications; create annual plan for publications; supervise, write, edit, proofread, and coordinate materials from concept to completion.
* Review, revise, and release written and production material for publication in advertising, promotional material, online, in print and media.
* Participate in team meetings and brainstorming sessions identifying marketing opportunities and new approaches to positively position Trent University in building reputation and awareness.
* Provide a high level of general writing support to the Director in all areas, particularly with PVP and Trent leadership.

##### General Communications

* Manage the tracking of all reputation indicators and take lead on various reputation-building communications initiatives.
* Oversee and write speeches, backgrounders, bulletins, articles, and news releases.
* Ensure communications team works closely with digital marketing team for planning and posting of reputation-building material to home page and portal.
* Oversee team’s contributions to social media plan and assist with social media content and updates.
* Provide support to Director where Communications is involved in press conferences, issues management, University and community events.
* Maintain confidentiality with regards to files and sensitive issues.
* Other duties as assigned.

#### Education Required:

* Honours Bachelor’s Degree (4 year).
* Marketing, Communications, English, Journalism or related field would be considered an asset.

#### Experience/Qualifications Required:

* Minimum seven (7) years related marketing experience, preferably with supervisory experience.
* Experience working with and responding to needs of senior administration, preferably in a large public sector of corporate setting.
* Strong leadership, planning and team-building skills.
* Superior writing and communication skills and attention to detail.
* Strong interpersonal skills in cross-functional work setting. Articulate and professional, using discretion. High customer service orientation.
* Organized. Able to oversee, manage and execute multiple projects with competing deadlines.
* Experienced in deployment of digital and social media as part of marketing tool kit.
* Able to handle confidential and sensitive information displaying tact and good judgement.
* Excellent computing (Microsoft Office, Word, Excel, e-mail, internet, PowerPoint, Mac and PC) and project management skills.
* Strong budgeting and numeracy skills.
* Good design sense and experience with video/photography.
* Extended hours are often required to cover events/activities, meet deadlines, etc.

#### Supervision:

* X-289 Communications & Media Relations Officer
* X-386 Communications & Media Relations Officer (Current Students)
* X-424 Communications Officer (Graduate Studies, Research & Trent Lands)