



THE UNIVERSITY OF WINNIPEG

EXECUTIVE DIRECTOR, MARKETING AND COMMUNICATIONS

Located in the heart of downtown Winnipeg, Manitoba, and on original Treaty One land, in the heart of the Métis homeland, The University of Winnipeg offers an array of high-quality undergraduate and graduate programs in Arts, Business and Economics, Education, Kinesiology and Applied Health, and Science. In addition, the University hosts The Collegiate which offers Grades 9 through 12 students accelerated courses, dual credits, and a supportive learning environment; the Professional Applied and Continuing Education (PACE) program which offers industry-aligned certificates and programs; and a high-quality English Language Programs.

The University is home to approximately 10,000 undergraduate and graduate students, 340 full-time faculty, 323 instructional staff, and 489 support staff. It has an established reputation for providing a supportive and caring learning and working environment, and a commitment to academic and research excellence.

The Opportunity

The Executive Director, Marketing and Communications is responsible for the overall institutional marketing, communications, media, public relations, and issues management activities for The University of Winnipeg.

The successful candidate will lead a professional team of marketing and communication specialists, and work closely with the President's Office and the University's senior leadership team. They will be responsible for the development and execution of institution-wide marketing and communication strategies to showcase the University's teaching and research excellence, to connect with students, faculty, and staff, and to engage with the broader community.

The incumbent will act as University spokesperson on all sensitive and high-profile issues and will be responsible for enhancing and preserving the University's reputation by anticipating potential issues, analyzing risks, and responding with strategic advice and communiques.

The Ideal Candidate

The ideal candidate will be a visionary and results-oriented leader who is driven by excellence and professionalism, has exceptional interpersonal skills, demonstrates meticulous attention to detail, promotes a culture which fosters open and frequent communication and teamwork, and possesses strong political acumen. An excellent communicator with the ability to produce exceptional quality materials in all relevant platforms is essential.

Candidates will have significant experience in the marketing and communications sphere, preferably within an academic setting or the public sector, with the ability to understand and monitor issues facing higher education. Specialized experience in media relations is an asset.

Candidates must possess a postsecondary degree in communications, journalism, marketing, or a related discipline, or have equivalent education, and directly-applicable work experience.

Application Process

Deadline for applications is July 6, 2022. To apply, please submit a cover letter, resume, and three independent writing samples (comprising of a media release, article of up to 300 words, and a marketing piece) to: Amber Dick, Senior HR Consultant at am.dick@uwinnipeg.ca

To learn more about The University of Winnipeg, please visit www.uwinnipeg.ca.

The University of Winnipeg is committed to equity, diversity and inclusion and recognizes that a diverse staff and faculty benefits and enriches the work, learning and research environments, and is essential to academic and institutional excellence. We welcome applications from all qualified individuals and encourage women, racialized persons, Indigenous persons, persons with disabilities, and 2SLGBTQ+ persons to confidentially self-identify at time of application.

The University of Winnipeg is committed to ensuring employment opportunities are accessible for all applicants. Requests for accommodation can be made at any point in the recruitment process. Please contact Amber Dick, Senior HR Consultant at 204-988-7507 or am.dick@uwinnipeg.ca to request this posting in an alternate format, or to discuss accommodation needs.

The personal information of applicants is collected under the authority of the University of Winnipeg Act and 36(1)(b) of the Freedom of Information and Protection of Privacy Act. All personal information collected via the recruitment process is used to assess the applicant's suitability, eligibility, and qualifications for employment, and to otherwise support recruitment activities. This information will be provided to participating members of the recruitment process. Questions regarding the collection of your personal information may be directed to the Director, HR Services, 515 Portage Avenue, Winnipeg, MB, R3B 2E9 or 204.786.9066.