



## Vacancy Notice

**Position Title:** Manager of Communications  
**Department:** Office of University Relations  
**Affiliation:** Non Union  
**Salary:** \$55,714 - \$65,545  
**Hours of Work:** M-F 9AM-5PM, some evening and weekend work may be required

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### POSITION SUMMARY

The Manager of Communications provides both strategic direction and hands-on support to the university in the key areas of digital strategy, marketing, branding, communications, public relations and media relations. These functions will work in an integrated way to advance the mission of the university, maintain its reputation and attract new resources.

### SPECIFICATIONS

- Work within the University Relations and Advancement team, and directly with the President as required, to provide strategic communications advice and counsel.
- Support the development and execution of communication strategies that align with NSCAD's academic and strategic plans and priorities.
- Provide both strategic direction and hands-on support in internal and external communications activities, including drafting robust communications plans, content creation oversight, digital communications direction, and crisis communication support.
- Provide strategic advice and assistance to senior administration on issues, crises, and other communications needs.
- Work with individuals and departments to build internal marketing capacity.
- Assists the President and Senior Leadership Team in developing media messaging and strategy.
- Ensure NSCAD's digital platforms adhere to best practice, the Visible Identity Guidelines and Editorial Style Guide.

### REQUIREMENTS

Bachelor's degree in marketing, public relations, communications or related field. 5 to 7 years of experience developing effective communications strategy and plans (or an equivalent combination of training and experience). Strong storyteller who can clearly communicate academic content in a digestible way to a variety of audiences. Demonstrated competency and experience leading and managing strategic planning and medium to large scale projects. Strong computer skills: a high proficiency in MS Office (Word, Excel, PowerPoint and Outlook) is essential. Robust demonstrated digital communications experience and expertise, including a high proficiency in content management systems such as WordPress and social media channels. Demonstrated expertise with a variety of marketing and communications media including publications, web sites, new media, broadcast and print media. Experienced with deadline conditioned working environments. Superb communications skills, both written and verbal. Experience working within a complex, unionized environment. Experience with arts and / or higher education communications considered a strong asset. CP style trained is an asset. French bilingualism is an asset.

### APPLICATION PROCESS

Applications should be sent via the CareerBeacon website. Applications should include a cover letter and detailed CV. [https://jobs.careerbeacon.com/details/manager-of-communications/1593640?utm\\_source=sharepage-friends&utm\\_medium=in-app&utm\\_campaign=refer](https://jobs.careerbeacon.com/details/manager-of-communications/1593640?utm_source=sharepage-friends&utm_medium=in-app&utm_campaign=refer)

**Deadline for applications:** The University will begin considering applicants on **February 5<sup>th</sup>, 2020** and continue until the position is filled. We appreciate all applicants, however only those selected to move forward in the competition will be contacted. Please note that this is a 1 year temporary position.

*All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents of Canada will be given priority in this search. NSCAD University is committed to employment equity and values a diverse and inclusive workplace.*