



PROVIDENCE

DIRECTOR OF MARKETING

For nearly a century Providence has been a Christian academic community in the evangelical tradition that teaches people to grow in knowledge and character for leadership and service. Our vision is to become a leading Canadian Christ-centred university that transforms students into leaders of knowledge, character, and faith to serve Christ in a changing world.

POSITION OVERVIEW

Reporting to the Vice President External Relations, the Director of Marketing leads the Marketing and Communications department, responsible for the planning, coordination, integration, operation and management of the strategic marketing and communication plan for Providence, effectively communicating institutional mission and ensuring overall continuity of institutional brand consistency and image.

The Director of Marketing works closely with the Vice President External Relations on budget allocation, branding, and strategic vision for Providence marketing efforts.

SUMMARY OF DUTIES AND RESPONSIBILITIES

ANNUAL MARKETING AND COMMUNICATIONS PLAN

- Creating the annual marketing and communications plan – in association with Vice President External Relations, Enrollment, Development, and other departments
- Discuss with the Marketing & Communications (M&C) team a schedule of tasks based on this plan, following up with them as tasks are initiated, edit and evaluate drafts of marketing/communication projects
- Implementation of the plan
- Creating a culture-driven brand in association with the Vice President External Relations

AD PLANNING AND EXECUTION

- Contact all advertising agencies and set up yearly ad campaigns
- Lead the efforts with the M&C team to create ads including print, online, digital, radio, and create the creative content that editorials require
- Distribute completed ads and editorials (if required) to ad agencies



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BUDGET AND ALLOTMENT OF FINANCES

- In association with the Vice President External Relations, create the yearly budget for the department
- Hand in invoices and statements to the Executive Assistant for External Relations
- Allocate finances to specific needs throughout the year as they come up

MANAGE AND DIRECT DEPARTMENT TASKS

- Manage M&C department – ensuring punctuality, brand compliance, priorities
- Disseminate tasks to the M&C team after receiving requests
- Assist in other important areas where needed:
 - Write content for: website, articles, ad copies, blog, brochures, scripts
 - Website management and editing

PERSONAL COMMITMENT

- To be in good standing with a local church
- An enthusiastic personal faith commitment
- A commitment to Christian higher education and to Christian ministry
- Affirm the Covenant of Faith of Providence University College and Theological Seminary as outlined in the Employee Handbook
- Able and willing to uphold the Covenant Of Community Life and model conduct accordingly

EDUCATION & QUALIFICATIONS

- Bachelor's degree in Marketing/Communications and Management
- Minimum 1-2 years marketing experience in post-secondary institution preferred
- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications, media relations, and marketing program to advance an organization's mission and goals
- Experience in building, mentoring, and coaching a team
- Proficient in MS Office 365
- Working knowledge of various computer software products
- Design experience
- Content writing experience
- Marketing and advertising knowledge
- Spreadsheets



PROVIDENCE

- Web based platforms (Basecamp, Dropbox, Unbounce)
- Adobe products (InDesign and Illustrator)
- Institutional applications
- Website editors/builders (WordPress and Umbraco)
- Social media platforms
- Digital cameras

COMPETENCIES

- Innovative Thinker/Visionary: Ability to translate strategic thinking into action plans and output
- Energetic, flexible, collaborative and proactive: a team leader who can positively and productively impact both strategic and administration initiatives
- Decisiveness
- Relationship: Proven strengths in relationship management, experience working with people
- Strong Administrator: Ability to manage a budget and consider the relative costs
- Solution minded: Ability to give full attention to what other people are saying and to use logic and reason to identify the strengths and weaknesses of alternative solutions
- Leadership: A willingness to lead, model behaviour, demonstrate, and offer direction
- Knowledge: Advanced knowledge required in the organization
- Initiative: A willingness to take on responsibilities and challenges
- Communication: Excellent skills both oral and written and interpersonal communication; ability to move about campus and to interact with students, faculty, staff and constituents; planning and management of communications
- Dependability: Reliable, responsible, dependable, and fulfilling obligations
- Attention to Detail: Attentive to detail and thorough in completing work tasks
- Creativity: A large degree of creativity and latitude is required
- Multi-task: Ability to work on multiple tasks, ability to prioritize
- Emotional strength
- Conflict-resolution

APPLY

- Please send your Cover Letter and Resume to hr@prov.ca.