



### **Manager of Marketing & Communications (Permanent) – Competition #M3 – 2023/24 – Swift Current Campus**

Reporting to Vice-President, Programs and Students, the Manager of Marketing and Communications is responsible for leading and implementing strategic marketing and communication initiatives to promote Great Plains College's brand, programs, and services. This role requires a creative and strategic thinker with strong leadership skills, excellent communication abilities, and a deep understanding of marketing trends and best practices in the education industry. The Manager of Marketing and Communications will collaborate closely with various departments within the college to develop and execute integrated marketing campaigns that enhance brand awareness, attract prospective students, engage current students, and foster positive relationships with internal and external stakeholders. Emphasizing the communication aspect, the role will also focus on crafting compelling messaging, managing media relations, and ensuring consistent and effective internal and external communication practices.

Start date: July 1, 2024

FTE: 1.0 Permanent

#### **Qualifications**

- Bachelor's degree in Marketing, Communication, or a related field. Preference may be given to applicants with a Masters Degree.
- Proven experience (5+ years) in marketing and communication, preferably within the education industry.
- Strong leadership abilities and experience in managing teams.
- Excellent written and verbal communication skills, with the ability to convey complex information effectively.
- Demonstrated experience in developing and executing integrated marketing campaigns across multiple channels.
- Proficient in digital marketing strategies and tactics, including social media management, email marketing campaigns, search engine optimization (SEO), online advertising, and analytics.
- Strong understanding of strategic communication principles and practices, with the ability to develop compelling messaging for various target audiences.
- Experience in managing media relations, including building and maintaining relationships with journalists, responding to media inquiries, and coordinating media coverage for college events and initiatives.

A complete job description for this position can be found on the Great Plains College [website](#). For additional information, contact Keleah Ostrander, Vice-President, Programs & Students at 306-778-5471.

Send resume and cover letter, quoting competition #M3-23/24 to: [gpchr@greatplainscollege.ca](mailto:gpchr@greatplainscollege.ca). Applications received prior to 12:00 pm on June 5, 2024 will be reviewed for this competition. We wish to thank all candidates who apply, however only those selected for interviews will be contacted.

***The successful applicant will be required to complete a criminal background check that is satisfactory to Great Plains College.***