



DIRECTOR OF COMMUNICATIONS

Full-Time Regular Position

Start Date May 15, 2019 (or as mutually agreed)

The Pas, Manitoba

University College of the North (UCN) is committed to building a workforce that is representative of the populations we serve. Applications are invited from individuals who have a demonstrated interest and ability to work with Indigenous learners and mature students.

The Position: UCN is seeking a dynamic individual to fill the role of Director of Communications. This is an excluded position. The Director is responsible for developing and implementing a comprehensive annual marketing plan and recruiting strategy, and will be responsible for providing an expert level of communication and external relations services to further develop and promote UCN's brand. The Director will liaise with senior officials within and outside of UCN as required. The Director will provide the President with advice in relation to communications, including with regard to highly sensitive strategic, policy and political issues, and may act as the spokesperson for UCN on various matters. The Director will develop an overall government relations strategy in consultation with relevant stakeholders, and will initiate and manage strategic communications in this regard. The Director is responsible for all aspects of marketing, media relations, and communications to ensure UCN is promoted positively both internally and externally, and in doing so, will interact with all levels within and outside of UCN and with UCN alumni. The Director will be responsible for initiating, directing and supporting UCN's Recruitment strategy. The Director will lead the production and delivery of internal and external promotional materials. Polished written and verbal communication skills will be used in the production of reports, news releases, print articles, ads and other materials, and in delivering presentations to a wide variety of audiences. Editorial writing, copy editing, budgeting and public presentations are a major focus of this position. Travel is required.

Qualifications:

- Related Bachelor's degree or diploma (e.g. Journalism, Marketing, Communications, etc.)
- Experience working with external/corporate relations, communications, public relations, marketing and special events
- Relevant combinations of experience, training and education will be considered
- Knowledge of Northern Manitoba communities and stakeholders
- Strong editing skills
- Effective communication skills
- Effective interpersonal skills
- Demonstrated relevant computer skills (MS Office and applications related to Communications and Marketing)
- Demonstrated excellent organizational and time management skills, with the ability to meet deadlines
- Demonstrated ability to understand and to deal with issues specific to Indigenous learners and mature students in northern communities
- Personal experience and/or knowledge and understanding of Indigenous cultures

Assets:

- The ability to speak an Indigenous language

Conditions of Employment:

- Candidates must be legally entitled to work in Canada
- Candidates must be willing to travel and possess a valid driver's license

Applicants must submit a portfolio providing samples of work which demonstrates their skills in the area of journalism, communications, marketing, and event management.

Representative Workforce (formerly employment equity) is a factor in the selection process. Preference will be given to Indigenous candidates. Applicants are invited to indicate in their covering letter or résumé if they are from any of the following groups: Indigenous people, persons with disabilities, visible minorities, or women and men in non-traditional roles. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

Competition Number: 19-021
Closing Date: April 12, 2019, however will remain open until the position is filled
Salary Range: \$40.97 to \$50.37 hourly, plus Remoteness Allowance
Apply to: University College of the North, Attention: Human Resources
P.O. Box 3000
The Pas MB R9A 1M7
Fax: (204) 623-4414
Email: hrinfo@ucn.ca (preferred format)

We thank all applicants for their interest, but only those selected for an interview will be contacted.

Application materials, including letters of reference, will be handled in accordance with the

Freedom of Information and Protection of Privacy Legislation (Manitoba).

Human Resources will work with applicants who require accommodation during the application or the interview process.

For more information and other employment opportunities, visit www.ucn.ca.