

About Ryerson

At the intersection of mind and action, Ryerson is on a transformative path to becoming Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current [academic plan](#) outlines each as core values and we work to embed them in all that we do.

Ryerson University welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority.

As an employer, we're working towards a people first culture and we're proud to have been selected as one of [Canada's Best Diversity Employers](#) and one of [Greater Toronto's Top Employer](#) for 2015, 2016, 2017 and 2018. To learn more about our work environment and innovative educational environment, visit <http://www.ryerson.ca>, check out [@RyersonU](#), [@RyersonHR](#), and [@RyersonECI](#) on Twitter, and visit [our LinkedIn company page](#).

Perks of working at Ryerson University:

There is something for everyone! Employees are eligible for many benefits, services and discounts including:

- Convenient location downtown at Yonge and Dundas, accessible by transit and car.
- [Competitive Benefits Package](#): Group benefits including comprehensive health and dental, emergency travel care, employee and family assistance program (EFAP), life and business travel accident insurance.
- [Ryerson Retirement Pension Plan \(RRPP\)](#): Participation in a defined benefit pension plan.
- [Tuition Waiver/Rebate](#): Eligible employees and their spouses and dependents have access to various programs and courses offered by Ryerson University.
- [Health & Fitness](#): Reduced membership rate to two (2) Athletic Centres which includes group fitness classes, massage therapy, personal training and aquatics.
- [Medical Centre](#): Access to the Ryerson medical centre which provides a range of medical services on campus.
- [Onsite Daycare](#): Full-time and part-time daycare, and before and after school program.
- To learn more about why Ryerson is a great place to work, visit; <https://www.ryerson.ca/careers/why-ryerson/>

The opportunity

The Manager, Marketing and Communications develops marketing and brand communication strategies for the Office of the Vice Provost, Students' International Enrolment unit and implements new standards of communication and narrative excellence to market Ryerson University to international students and stakeholders. This role oversees the management of long- and short-term marketing and communications projects and materials. This position also leads all communications activities designed to promote Ryerson University across a broad spectrum of media, including the design and development of print, digital and virtual recruitment materials. Finally, this position drives measurable results on shared goals related to outreach, enrolment, reputation building and partnerships.

Qualifications

We ask that all applications are accompanied by a portfolio or samples of work for the hiring panel to review.

To help us learn more about you, please provide a cover letter and resume describing how you meet the following required qualifications:

- Completion of a post-secondary degree in a relevant field (e.g. Graphic Communications, Business Administration, Marketing, Communications, Public Relations and/or Advertising).
- Minimum 5 years of relevant and progressive marketing and communication experience working in a dynamic work environment, developing, executing and evaluating high-calibre marketing and communication initiatives and strategies involving a variety of online and offline channels
- Experience in a managerial role, supervising and developing staff.
- Demonstrated skills and experience in program promotion, market growth and retention strategies and customer service promotion.
- Experience in international higher education and familiarity with key networks, publications, markets and opportunities
- Experience in print campaign design and development, email marketing, virtual webinar technology and grassroots marketing
- Excellent command of Adobe Creative Cloud programs including InDesign, Photoshop, Illustrator and Acrobat, with experience designing multi-page publications as well as the ability to streamline design variables in order to maximize output.
- Keen eye for effective creative design and a vision for creating compelling, visually appealing, concise and impactful marketing materials across multiple marketing channels (e.g. print, web, mobile, exhibit, events)
- Stakeholder management skills
- Networking and business relationship building skills
- Excellent public speaking skills

- Leadership and mentoring skills
- Strong skills in Microsoft Office
- Excellent written and oral communications skills;
- Demonstrated production quotation (costing) and budgeting skills
- Proven skills and knowledge of a broad range of marketing and promotion techniques
- Negotiating skills (with clients, suppliers, internal work teams)
- Organizational and collaborative skills
- Strong time management skills

Additional details

Position #	20003094
Reports to	Director, International Enrolment
Vacancy type	Term
Start date	ASAP
End date	04/31/2021
Employee Group	MAC
Hours of work	36.25
Grade	C51

How to Apply:

Applications will be accepted online through the Ryerson Careers Page. Please visit Ryerson.ca/careers and navigate to the “Staff Opportunities” section to start the application process.