



## **IDENTIFICATION**

<b>Department</b>		<b>Position Title</b>	
Aurora College		Manager, College Relations and Communications	
<b>Position Number(s)</b>	<b>Community(s)</b>	<b>Division/Region(s)</b>	
91-7212	Fort Smith	President's Office	

## **PURPOSE OF THE POSITION**

The Manager, College Relations and Communications is responsible for the management, development, coordination, implementation, and evaluation of Aurora College communications and marketing strategies, and the provision of specialist advice and expertise related to: media relations; promotion of Aurora College objectives; production of multimedia, audio visual, print and promotional materials.

## **SCOPE**

This is a position of confidence reporting directly to the President. The President's Office is located in Fort Smith. The incumbent provides support to the President's Office and works closely, on an ongoing basis with the academic divisions and corporate departments of the College to develop strategies and tools for communication with the media, the public, and the Aurora College community, including approaches for communicating college strategies, initiatives and student activities and effective methods of communication through contractors and outside agencies.

The decisions and recommendations made by the incumbent have an immediate effect on the public's perception of Aurora College programs, research and other initiatives, as well as, the public's perception of the institution's academic credibility. The academic and research programs of Aurora College are highly visible and have a direct impact on NWT residents across the territory. Clear communication of Aurora College's business, both internally and externally, to NWT residents, stakeholders, and governments in the Northwest Territories, is essential to ensure: appropriate and timely information is provided; clients are aware of available programs and services and how to access them; stakeholders are aware of college initiatives; and employees and students are informed of college direction. It is the responsibility of the incumbent to manage the development and implementation of appropriate communication strategies to meet these objectives.

The College often addresses controversial issues and issues of importance to NWT residents. Diverse groups, some of whom are unfamiliar with post-secondary programming and the role of Aurora College, may scrutinize the activities of the College and the incumbent must balance pro-active communications planning with crisis management.

The Manager is responsible for the development of communications products provided for the use of all divisions and departments of Aurora College including: Education & Training; Community & Extensions; Student Services; Aurora Campus; Finance; and Aurora Research Institute.

The incumbent also leads the internal and external communication plans, and all public affairs activities for Aurora College in accordance with the Aurora College Act, other GNWT Acts, regulations, guidelines, policies and procedures in order to promote college programs and enhance the public image and identity of Aurora College within Canada and internationally.

The incumbent supervises one position: the Marketing and Communications Officer and provides that position with direction to ensure marketing and communications projects are completed as per the annual strategic plan. The incumbent is responsible for an annual budget of \$250,000.

## **RESPONSIBILITIES**

### **1. Manages the development and coordinated implementation of communications and marketing strategies for Aurora College.**

- Develops, implements and manages an annual external marketing and communications plan to promote programs, research and other college initiatives.
- Develops and implements an annual internal communications plan to ensure Board of Governors, faculty, staff and students are aware of college initiatives and to foster a sense of corporate and academic culture.
- Conducts research to identify internal and external communication and marketing needs
- Monitors and evaluates the effectiveness of communications and marketing plans and activities and recommends alternatives or revisions as required;
- Has signing authority over the annual College Relations and Communications budget and monitors it on an ongoing basis.
- Presents marketing and communications plans to the President, College Senior Management Committee, Chairs, and the Board of Governors for input and approval.
- Participates in communications initiatives with funders, corporate clients, and community partners.

### **2. Manages the development and implementation of Aurora College media relations and provides expert advice.**

- Researches and writes appropriate speeches media releases, brochures advertisements, and audio visuals which includes contacting staff and faculty within the College to obtain information and to follow up on an issue for the purpose of soliciting details.

- Liaising with the media and providing communications information, releases, etc...
- Develops and maintains a network of media contacts.
- Organizes details of a media event and ensures effective execution.
- Provides issue specific communications guidance within the College when requested.
- Provides speaking notes to the Board of Governors, President and Senior College staff on specific media issues, award presentations, special event presentations, etc.

### **3. Manages the development, implementation, and evaluation of Aurora College public information, marketing and promotion.**

- Works with academic and business units to coordinate and vet ads, ensuring compliance with the College brand and messaging, and use of approved photos.
- Sources appropriate advertising vehicles (magazines, websites, newspapers, resource guides, etc).
- Development of a draft annual marketing plan for review by College Directors and President.
- Trains, supervises and provides direction and guidance to the Marketing and Administrative Officer.
- Oversees the preparation, updating and maintaining of a variety of Aurora College documents such as informational annual academic calendars, brochures, booklets, manuals, newsletters, and other publications.
- Ensures proactive and adequate information and promotion of Aurora Research Institute.

### **4. Coordinates seasonal Student Recruitment efforts for each campus.**

- Plans an annual recruitment campaign in consultation with the Vice-Presidents, Directors, Chairs, Registrar and Campus staff.
- Prepares marketing materials and travel schedules to communities throughout the Northwest Territories, including liaising with community governments and schools.
- Maintains data on student enrolment per program and campus, and incorporates College Registrar information into the recruitment plan.
- Monitors and evaluates the effectiveness of the annual student recruitment initiatives and recommends alternatives or revisions as required
- Regular travel to various Aurora College locations will be required to provide communications support and to assist in the promotion of Aurora College and college programming

## **KNOWLEDGE, SKILLS AND ABILITIES**

### **Communication:**

- Excellent creative writing skills (English) to reach a variety of audiences, including plain language are important when developing, editing, proof reading or drafting public information and marketing materials.
- Effective verbal and presentation skills (English) are critical when communicating and exchanging information with clients and audiences in a variety of settings.

- Ability to develop and express ideas, concepts, judgments and recommendations to professionals and lay people in a clear and concise way using appropriate verbal and written means.
- Ability to speak and write in an applicable Aboriginal language is considered an asset.

### **Management:**

- Proven skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams, within time and resource constraints, while monitoring progress and evaluating results.
- High level of organizational skills to successfully implement public appearances, presentations, press parties and news releases.
- Ability to rebuild and sustain relationships with stakeholders, lead teams and supervise subordinate staff effectively.
- Political sensitivity, self-confidence, tact and diplomacy are critical in contact with stakeholders and politicians.
- Knowledge in communications, marketing, public and media relations, including issues management.
- Knowledge of marketing and communications theory and principles, and the ability to apply at a seasoned level.

### **Technical:**

- Knowledge of print, design, audio-visual and multimedia production techniques.
- Knowledge of computer software including Microsoft Office applications, desktop publishing, Internet applications, etc.

### **Analytical Skills**

- Demonstrated knowledge of strategic planning, implementation and evaluation.
- Demonstrative cognitive, analytical and problem solving skills in order to anticipate needs of a variety of audiences.

### **Typically, the above qualifications would be attained by:**

- Undergraduate Degree with specialization in communications, marketing, journalism, public relations and business administration.
- Three (3) years experience in the communications field.
- Three (3) years project management and supervisory experience.

### **WORKING CONDITIONS**

(Working Conditions identify the **unusual and unavoidable**, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)

#### **Physical Demands**

Limited physical demands. Occasional long hours of work or periods where the incumbent is required to stay seated using a computer and reviewing documents, which can cause back and muscle strain.

## **Environmental Conditions**

The incumbent is subject to normal office settings.

Travelling to various Aurora College locations will involve travel by road and small aircraft and may also include winter ice road travel.

## **Sensory Demands**

Sensory demands include high concentration and attention to detail when editing, proof reading or drafting public information materials. Sensory demands are for frequent periods of lengthy duration.

## **Mental Demands**

The incumbent is subject to high levels of mental demands on a cyclical basis (e.g. during Legislative Assembly Sessions) and during crisis or emergency situations. The incumbent is subject to deadline pressures, workload and concentrated efforts related to the issue at hand as well as keeping current with ongoing management responsibilities.

## **ADDITIONAL REQUIREMENTS**

### **Position Security (check one)**

☐ No criminal records check required

☒ **Position of Trust – criminal records check required**

☐ Highly sensitive position – requires verification of identity and a criminal records check

### **Official Language Considerations (check one)**

☒ **Not required**

☐ Bilingual required (state language): \_\_\_\_\_

