

The Students' Association of Mount Royal University (SAMRU) is a medium-sized non-profit with a mission to represent and serve students. SAMRU is seeking an organized and detail-oriented **COMMUNICATIONS AND MARKETING MANAGER** with a passion for understanding audiences.

The Communications and Marketing Manager plans, organizes, and leads the execution of communications and marketing strategies to increase understanding and awareness of SAMRU and the value it provides by:

- Supervising, directly and indirectly, a team of five full-time and two part-time staff
- Monitoring and approving the design, content, and production of all marketing materials, ensuring high standards are met
- Overseeing and supporting content distribution strategies, member email communications, media relations, and advertising
- Maintaining and enhancing SAMRU's brand integrity

The successful Communications and Marketing Manager will meet the following experience, skills, and educational requirements (equivalencies will be considered):

EXPERIENCE:

- 2+ years' background in a management position, including:
 - Project Management
 - Management and analysis of social media campaigns with measured results
 - Media relations and email marketing campaigns
 - Design principle applications
 - Website content management systems
 - Print and digital advertising
 - Staff supervision

SKILLS:

- An open, approachable demeanor combined with a collaborative and service-oriented mindset
- The ability to perform and prioritize multiple tasks and work under pressure in a fast-paced environment while still meeting quality standards and expectations
- Outcome-based thinking and a drive for results
- Advanced written and verbal communication skills
- Advanced editing and proofreading abilities

EDUCATION:

- An appropriate degree in communications, journalism, public relations, or related area
- Not required, but considered as assets: Certified Marketing Management Professional, Accredited Business Communicator, accreditation in public relations, Google Ads certification, and International Association for Public Participation certification.

This is a full-time, temporary position covering a leave (13 months) with a starting salary of \$68,500 per year. Evening and weekend hours are occasionally required.

SAMRU offers many additional monetary and non-monetary benefits to its employees. Eligible employees are entitled to health and dental benefits with 100% of premiums covered by the organization. Employees enjoy a progressive, 35-hour work week, flexible scheduling, and the accumulation and use of flex time when necessary. Starting vacation accumulates at a rate of 15 days in the first year, and there is an annual paid closure while the university is closed in late December.

Candidates are invited to submit their resume with a cover letter to Cara Thompson at hr@samru.ca. Applications will be accepted until the position is filled.

No telephone inquiries, please. Only those candidates selected for an interview will be contacted. Please visit our website at samru.ca for more information about our organization.