



Employment Opportunity

Marketing Manager

Position

The University of Manitoba Students' Union (UMSU) is a non-profit organization, currently seeking a passionate and highly flexible individual who is prepared to play a critical role in the development and execution of marketing strategies and campaigns. A successful candidate would be a self-starter, natural collaborator and innovator, comfortable working with an extensive network of stakeholders and external partners providing subject matter expertise around communications, strategies, initiatives and campaign planning.

A resume must be accompanied by a cover letter to be considered. Only Candidates chosen for an interview will be contacted. Salary level to be negotiated with the selected candidate based on experience, capabilities, and other factors.

Responsibilities

Position reports to: General Manager

1. Develop and manage marketing programs to support the UMSU brand strategy, both internally (e.g. intranet, company meetings, internal communications) and externally (website, social media presence, PR, media, etc.).
2. Investigate and recommend new platforms and marketing channels as well as owning continuous improvement and generating new approaches to reach our target audience.
3. Develop/implement a strategic/annual plan, which addresses Marketing and Communications strategies and activities.
4. Develops and coordinates the dissemination of all marketing materials.
5. Oversees the execution of sponsorship goals as well as events and volunteer coordination of the organization.
6. Manages the annual advertising and promotional budget.
7. Provides input into the selection, promotion, utilization, retention and compensation of staff/volunteers.

Qualifications

1. Bachelor's Degree or equivalent work experience with 3-5 years' experience in, management, business, marketing, communications and budgeting (forecasting).
2. Experience with a broad variety of marketing channels, including digital, mobile, print, live events, direct marketing.
3. Highly motivated self-starter who is able to identify and develop new business prospects from multiple sources.
4. Strong cross-functional leadership skills needed to coordinate teams of people efficiently and effectively.
5. Strong presentation, interpersonal and communication ability.
6. Excellent computer skills including, Microsoft Office (Word, Excel and PowerPoint).
7. Ability to manage multiple projects from planning through to tactical execution across multiple functional teams.
8. Ability to succeed in a fast-paced and challenging environment.
9. Knowledge of customer behaviour, segmentation, and analytics an asset.

Salary

Commensurate with Experience

Fulltime

Interested applicants should forward their cover letter & resume to:

Thomas Blumer, General Manager
University of Manitoba Students' Union Room 101 University Centre
University of Manitoba Winnipeg, MB R3T 2N2
Fax: (204) 269-1299 E-mail: umsu@umsu.ca

To request a copy of the Position Description, contact UMSU@UMSU.ca

Application Deadline: January 26, 2018 4:00 pm

For more information about the University of Manitoba Students' Union, please visit our website at www.umsu.ca

The University of Manitoba Students' Union is an equal opportunity employer.