



Date: May 16, 2023

Competition: #23-48

APPLICATIONS ARE INVITED FOR THE FOLLOWING FULL-TIME REGULAR POSITION

Position: Senior Manager, Marketing and Brand

Division: Brand, Communications and Engagement

Reporting To: Vice President, Brand, Communications and Engagement

Justice Institute of British Columbia:

Justice Institute of British Columbia (JIBC) is a public, post-secondary institution that provides education and training to those who'll be there to support British Columbians and others around the world, when a life is at stake or when health, safety or property is in jeopardy. Work for JIBC and be a part of the big picture – supporting justice and public safety professionals at all stages of their careers in fields including law enforcement, firefighting, paramedicine, security and emergency management.

As a JIBC employee you'll play a role in our educational programming, which also includes complementary and related areas of study – from conflict resolution, mediation, leadership, and counselling, to cybersecurity, business intelligence, and tactical criminal analysis – as well as applied research in the justice and public safety fields. Join our team and help us prepare JIBC graduates to contribute to safer communities and a more just society.

Position Summary:

The Senior Manager, Marketing and Brand provides strategic marketing leadership that supports student recruitment goals and enhances the JIBC brand across target audiences through multichannel marketing strategies. This role oversees the work of JIBC's Marketing & Communications Advisors and Associates and Graphic Designers, providing mentorship and coaching to support their development, foster innovation and drive results.

This role contributes to the overall success of the Brand, Communication and Engagement team, and ensures that all services contribute to JIBC's strategic direction and the divisional goals.

Primary Responsibilities:

Strategic Marketing & Brand Leadership:

- Works within and across JIBC to provide strategic guidance to identify and align relevant goals with student recruitment targets, divisional plans, and brand campaigns while recommending continuous improvement initiatives.
- Contributes to the development of JIBC's annual marketing communications strategy and ensures regular monitoring and reporting, providing recommendations to the VP, Brand, Communications and Engagement.

Team Development & Leadership:

- Creates a positive, healthy and productive work environment while managing a team of Marketing & Communications Advisors and Graphic Designers which fosters an environment of collaboration and strong service excellence culture.
- Supports the team to ensure they have the skills, clarify and resources necessary to ensure objectives and deadlines are met, individual goals are achieved, and JIBC's strategic plan and department direction is understood and implemented.

BC&E Operational & Functional Leadership:

- Supports the JIBC community by overseeing the development and execution of course-based marketing plans by using a mix of strategies and tactics such as traditional and digital advertising, newsletter marketing, sponsorship marketing, content marketing, and out-of-home and social media marketing while ensuring the highest professional quality, inclusivity, accessibility and alignment of brand standards and industry best practices.

Qualifications & Requirements:

Education and Experience:

- Bachelor's Degree in marketing or related field or an equivalent combination of education and experience.
- Minimum two (2) years' experience in a managerial, supervisory or leadership role, preferably in a unionized environment.
- +5 years experience in progressively more responsible positions in marketing, preferably in the post-secondary sector or a sector related to JIBC's mandate.
- Documented ongoing education/professional development in related areas.

Other Knowledge/Training:

- Demonstrated ability to develop and implement multi-channel marketing strategies for diverse audiences, including digital, out-of-home, social and content.
- Demonstrated ability to lead a team, including recruitment, selection, training and coaching, and performance management.
- Demonstrated ability to manage the work of contractors and external consultants.
- Advanced knowledge of branding, marketing and communications strategies, techniques, and concepts, including brand strategy, market research, digital, social and traditional advertising, content marketing and email marketing.
- Advanced writing, proofreading, and editing skills for different types of media with an eye to detail for design, content, and brand.
- Advanced knowledge of project management principals and tools, including briefs, workbacks, and take to market plans. Experience with project management platforms an asset.
- Proven ability to optimize and monitor budgets across competing projects.
- Current knowledge of Google analytics, search engine optimization (SEO), search engine marketing (SEM), and web content management systems (CMS).
- Demonstrates a high degree of technical and systems proficiency, including Office suite.
- Proven ability to integrate digital and online marketing and web analytics into campaign planning and measurement.
- Demonstrated ability to oversee multimedia and print design and production processes, including storyboarding and content plans.
- Exceptional communication skills, and the ability to make information meaningful.

- Strong interpersonal skills and the ability to build effective relationships with diverse stakeholders.
- Strong judgment, tact and discretion in dealing with sensitive or confidential issues.
- Ability to make sound decisions and creatively solve problems.
- Demonstrated initiative, flexibility, resourcefulness and a proactive approach, combined with a strong customer / client service focus.
- Models respectful and inclusive workplace behaviours, and demonstrates a commitment to meaningful outcomes in diversity, equity, and Indigenization.
- Ability to deliver high quality work with minimal direction and to work in an environment of short deadlines and changing priorities.

We offer a total compensation package that includes a benefit plan, which includes Extended Health and Dental Benefits after three months, and enrollment in the College Pension Plan upon hire. In addition, we offer 20 vacation days and 10 Personal Days annually (pro-rated in first year), as well as generous other leave entitlements. Applicants must be eligible to work within Canada.

Salary Range:	Excluded Compensation Salary Grid 11
Posting Date:	May 16, 2023
Closing Date:	Open until filled (with a first review of applicants on May 26, 2023)
Start Date:	ASAP

Please submit a *resume, covering letter and copies of academic credentials*, quoting Competition #23-48 via email to: People and Culture at hr@jibc.ca

For more information about this position, please contact: April van Ert, Vice President, Brand, Communications and Engagement at avanert@jibc.ca.

Justice Institute of British Columbia believes in creating accessible programming, workplaces and spaces that reflect the community we serve. Our desire is to continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees and students and where everyone feels empowered to share their experiences and ideas.

We encourage applications from members of groups that have been marginalized on any grounds named under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or a person of Indigenous ancestry.



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