



JOB POSTING

POSITION TITLE:	Manager, Communications & Events, Global Campaign Initiative
LOCATION:	Ottawa (Hybrid)
LEVEL:	Level 5 (unionized position)
DURATION:	18 months with possibility of extension

Major Purpose of the Role

The Manager, Communications & Events will support the campaign team and take a lead role in managing the communications content and execution of strategic events in support of the Global Campaign Initiative. The campaign will help to reposition Canada's international education sector following policy changes introduced by the Government of Canada throughout 2024 which have had a significant and deleterious impact on Canada's global positioning and international education brand.

The Manager, Communications & Events, will lead the Content Working Group for the initiative and be responsible for the development and dissemination of branding materials in cooperation with an external consultant, along with the planning of strategic events.

Key Responsibilities

- In collaboration with the Director and campaign team, takes the lead on the development and execution of the Campaign Content Table meetings, including preparation of meeting documentation with the support of the Project Coordinator.
- Takes the lead role in liaison with external consultant responsible for the development of brand materials ensuring incorporation of input from the Campaign Content Table.
- Takes the lead role in disseminating and amplifying the campaign through social media, email marketing, and web updates/materials, and supporting institutions and other stakeholders in their communication efforts.
- Developing, drafting, and reviewing various digital and traditional communications products and other written deliverables such as memos, strategic updates, briefings, and key messages.
- Proposes, develops and executes targeted strategic events (including logistical coordination) nationally and internationally to support the goals of the campaign with support from the Project Coordinator.

Knowledge, Experience and Skills

- A combination of professional and lived experience and/or post-secondary education in communications, marketing, branding, public administration, events management, or a related discipline; equivalent advanced education or training may also be considered.
- Requires 5-7 years' experience designing and leading communications activities on a national scale.

- Proven understanding of Canada’s international education sector, and impactful communications and media relations approaches.
- Strong large-scale event design and execution experience.
- Excellent writing, oral presentation, and organizational ability.
- Excellent interpersonal skills and judgment, with a high degree of initiative and versatility.
- Ability to exercise tact, discretion, and judgment at all times.
- Strong ability to think critically and strategize within a complex multi-stakeholder environment.
- Capacity to work in a self-directed manner, demonstrated ability to work well within a team setting, and ability to effectively lead and empower a team to deliver high results.
- Proven project management skills, including the ability to effectively organize, process, and communicate information in a fast-moving work environment.
- Demonstrated intercultural competence in working with a diversity and range of stakeholders.
- Able to manage multiple priorities and adapt in a quickly changing, fast paced environment.

Language Requirements

- Bilingualism (English and French) is preferred.

CBIE offers a comprehensive benefits package which includes an attractive pension plan and group insurance program as well as remote/hybrid work arrangements. For general information on CBIE, visit our website at cbie.ca.

Please send your cv and letter of interest as soon as possible, quoting Competition 25-03 to jobs@cbie.ca in either Word or PDF format or mail to CBIE, 1550 – 220 Laurier Ave. W., Ottawa, ON K1P 5Z9. We thank all candidates for their interest, but only short-listed candidates will be contacted.

We are committed to equity, diversity and inclusion and encourage applications from people with disabilities, racialized people, Indigenous peoples, people from gender diverse communities and/or people with intersectional identities.

We provide a barrier-free work environment. Workplace accommodations are available should you be contacted regarding this competition. Please advise Human Resources of any accommodation requirements which must be taken.