

Nipissing University
POSITION DESCRIPTION

POSITION TITLE:	Manager, Communications
DEPARTMENT:	Marketing & Communications
SALARY LEVEL:	SL 5
EMPLOYMENT DEFINITION:	Full-time Administration
SUPERVISOR:	Director, Marketing & Communications
DATE POSITION CREATED:	September 2026

SUMMARY OF FUNCTIONS:

Reporting to the Director, Marketing & Communications, the Manager, Communications leads the development, implementation, and evaluation of internal and external communications strategies that support Nipissing University's strategic priorities, strengthen its reputation, and enhance its profile. The role oversees communications planning, media relations, content strategy, storytelling, and brand stewardship, ensuring accurate, consistent, high-quality and audience-focused messaging across all communication channels.

Working collaboratively across the University, the Manager provides communications guidance, project leadership, and support for initiatives that contribute to student recruitment, fundraising, ancillary revenue, research promotion, audience engagement, and institutional priorities.

DUTIES AND RESPONSIBILITIES:

Communications Planning & Brand Management	30%
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- In collaboration with the Director, develop and implement internal and external communications strategies and plans aligned with institutional goals and marketing priorities
- Provide leadership and oversight for communications initiatives supporting recruitment, philanthropy, research promotion, student success, community engagement, and other institutional priorities
- Establish communications priorities, annual work plans, and performance measures to assess effectiveness
- Support the Director in communicating, distributing and promoting consistent adoption of brand standards and visual identity across the University
- In collaboration with the Director, provide counsel to senior leadership, faculties, and departments on communication initiatives and issues management
- Work collaboratively with the Associate Registrar, Recruitment, to develop targeted communication strategies for prospective students
- Ensure consistency in messaging, tone, and voice across all university communications
- Monitor emerging trends and best practices in higher education communications and recommend innovative approaches to enhance audience engagement
- Ensure all communications adhere to accessibility, legislative, and brand standards
- Manage communications budgets and resource allocation for assigned projects and initiatives

Content Development & Storytelling	25%
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- Oversee the creation and distribution of compelling content across digital, print, and emerging communications platforms
- Lead the editorial planning process, establishing content priorities and coordinating communications calendars across channels

- Ensure consistent, accurate, accessible and audience-focused messaging across all communications channels
- Advise and contribute to the University's social media strategy, including reviewing and approving social media copy and content strategy
- Lead the identification and development of stories that reflect the University's strengths, values, strategic priorities, and commitment to student, faculty, alumni, and community success
- Oversee editorial standards and support content accuracy, quality and consistency across communications materials
- Provide general writing, editing and proofreading support for institutional communications
- Utilize audience insights, analytics, and market research to inform content strategy and optimize engagement

Project Management & Collaboration

25%

- Prioritize and manage communications projects and requests, balancing institutional priorities, resources, timelines and expectations
- Collaborate with academic and administrative units to assess communications needs, provide guidance, and develop effective solutions
- Oversee the development of marketing and communications materials from concept to completion, including videos, brochures, reports, e-communications, web and social media content
- Build strong working relationships with internal and external audiences to advance institutional priorities
- Create an annual plan for key projects and publications such as the viewbook, Ontario Universities' Fair booth, etc.
- Supervise, mentor, and support communications staff, fostering a collaborative, high-performing team culture
- Establish project management processes, workflows, and service standards to optimize departmental effectiveness
- Manage vendor relationships, contracts, and project budgets as required
- Evaluate project outcomes and prepare reports on communications activities and results

Media Relations & Reputation Management

20%

- Develop, maintain, and strengthen relationships with local, regional, provincial, and national media to advance institutional visibility and profile
- Oversee proactive and reactive media relations, including press releases, media pitches, and spokesperson coordination
- Track media coverage, emerging issues, public sentiment, and trends, responding appropriately to opportunities and risks that may affect the University's reputation
- Identify opportunities to showcase Nipissing's areas of expertise and connect faculty experts with media opportunities
- Promote institutional stories, achievements and successes to strengthen the University's reputation and profile
- Develop key messages, briefing notes, speaking points, and media preparation materials for senior leaders and institutional spokespersons
- Support and maintain crisis communications plans and protocols to ensure organizational preparedness

Any other duties as assigned.

QUALIFICATIONS:

Education: A university degree, preferably in business, marketing, communications, journalism, public relations, or another related field, is required.

Training and/or experience may be substituted for formal academic training at the discretion of the University.

Training, Experience, Knowledge & Skills Required:

- Minimum of five years of progressive experience in communications, public relations or another related field
- At least two years of supervisory or management experience
- Demonstrated expertise in strategic communications planning and execution
- Excellent writing, editing, and storytelling skills across multiple formats
- Strong media relations and issues management experience
- Leadership and team management skills with a collaborative approach
- Proficiency in digital communications, content management systems, and analytics tools
- Ability to manage competing priorities in a fast-paced environment
- Experience using SharePoint, WordPress, or other web editing software is an asset
- Familiarity with customer relationship management systems, project management software, and media monitoring tools such as Meltwater is an asset
- Basic knowledge of design tools such as the Adobe Creative Suite and Canva is an asset
- Experience in the post-secondary education sector is an asset

RELATIONSHIPS/CONTACTS:

Supervised by: Director, Marketing & Communications

Positions supervised:

- Communications Officer
- Media Developer
- Graphic Designer

Internal Contacts:

- Students, staff, and faculty,

External Contacts:

- Media organizations
- Research agencies
- Other educational institutions
- External vendors
- Government offices
- NUSU
- Donors/corporate funders or community partners

MATERIALS UTILIZED:

- Computer
- General office equipment

PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS:

- Frequent intense visual/listening concentration
- Comfortable working environment
- Heavy workload at times with frequent competing priorities, shifting demands, and conflicting deadlines
- Occasional travel may be required
- Hours of work may occasionally extend beyond the normal workday, including evenings or weekends depending on operational needs

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

Employee Name (please print)

Employee Signature

Date

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Approvals

Supervisor

Date

Human Resources

Date