



Head of Marketing & Communications

Calgary, Alberta

Innovate Calgary

Innovate Calgary is the technology transfer and business incubator center for the University of Calgary. As part of the Office of the Vice-President (Research) portfolio, we work with University of Calgary researchers, students, and other members to bridge the gap between discovery and creating economic and societal impact.

We provide a unique environment for employees, combining a flexible working environment with significant exposure to the breadth of the University of Calgary's growing innovation and entrepreneurial ecosystem.

The Role

The Head of Marketing & Communications reports to the President and CEO, Innovate Calgary. The position works closely with the Innovate Calgary executive leadership team, the leadership team, the UCalgary Vice-President (Research) Office, the UCalgary Office of Advancement, and stakeholders across the UCalgary campus and innovation ecosystem to lead and implement Innovate Calgary's priorities.

The Head of Marketing & Communications is a trusted advisor and holds a key leadership position that elevates the Innovate Calgary brand, market position and its position in the institutional, local, provincial, and global innovation ecosystem. The position is responsible for leading, developing and executing on a broad range of marketing and communications strategies and tactics as well as broad internal and external engagement to promote Innovate Calgary's priorities, strategic positioning and Hubs that Innovate Calgary activates.

The Head of Marketing & Communications has a strong sense of accountability and works in an environment with a consistently heavy workload, shifting priorities and competing demands. This position encounters complex tasks and issues and must communicate frequently with staff and other stakeholders (internal and external) with professionalism and a high degree of independent judgement and decision-making.

Key Accountabilities:

- Work closely with both the Innovate Calgary executive leadership team and leadership team, advising on, contributing to, and reporting on activities that position Innovate Calgary as a market leader in the innovation ecosystem
- Enhance Innovate Calgary's brand and reputation as a business incubator and innovation transfer and commercialization leader internally and externally, creating a community of ambassadors that foster innovation and entrepreneurship
- Lead the evaluation, planning, development, and implementation of Innovate Calgary's internal and external communication and marketing strategies and tactics, while leveraging UCalgary Offices to strengthen and broaden key messages and outcomes
- Create or oversee the creation of marketing and communications assets that support the corporate executive, management, and business units, which elevate and support Innovate Calgary's strategic priorities
- Provide strategic leadership on projects and initiatives related to Innovate Calgary's overall priorities, and priorities within the Hubs it activates;
- Effectively advocate for, build, and nurture strong alliances between Innovate Calgary, the University of Calgary, and stakeholders and partners in the provincial and global innovation ecosystem
- Prepare, implement, and monitor annual Marketing & Communications budget
- Designs, develops, and implements effective procedures and systems to ensure best practices are followed, consistent communications are delivered, and a high degree of quality is maintained across Innovate Calgary assets
- Provide leadership and direction to the Marketing & Communications Manager
- Oversee and assist the Marketing & Communications Manager with planning, coordinating, and producing several on-campus events
- Responsible for the planning, preparing and production of the company's Year in Review/Annual Report
- Develops briefing notes, messaging, presentations and speaking notes for the executive leadership team and leadership team as required
- Responsible for the oversight of the Innovate Calgary website and domains
- Responsible for the overall Innovate Calgary brand and reputation management, including but not limited to the development of key messages, leading, collaborating and producing editorial, web and social content, supporting the solicitation of sponsorship opportunities, media and issues communications, program development, and other marketing, communications, outreach, and engagement tasks as required.

Qualifications:

- 10+ years of progressive communications experience
- Must demonstrate exceptional verbal and written communication skills
- A degree in public relations, communications, marketing, business, or related field (a combination of experience and education may be considered)

- Knowledge and expertise in formulating competitive strategies and practices, considering industry trends; executing on strategies and distilling outcomes to executive and senior leaders
- Requires in-depth knowledge of the strategic direction of the organization; understands and works effectively both outside of, and within, the university context, structure, governance, and decision-making processes and operations
- Ability to manage competing priorities and deadlines
- Strong analytical skills to quickly analyze complex situations, determine key issues, and prepare and implement clearly defined solutions and/or responses
- Demonstrated excellence in communications, project management, strategic collaboration, negotiation, and relationship building
- Excellent interpersonal skills and the ability to work with people at all levels
- Results oriented, self-motivated team player with high standards of personal integrity supported by open and honest communication.

Interested applicants are asked to forward their **resume and cover letter** to hr@innovatecalgary.com.

We thank all applicants for their interest; however, only those persons for whom we need further information, or who are being considered for an interview will be contacted.

Application closing date: End of Day, **June 17, 2022**

Innovate Calgary is an equal opportunity organization committed to building and fostering a fair and inclusive community that values diversity and encourages respect for all. We welcome applicants across any race, colour, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, Indigenous status, or any other legally-protected factors. We recognize the value of identifying and removing barriers for any applicants interested in participating in our programs.