

Senior Manager, Marketing & Communications

Innovate Calgary

CALGARY, ALBERTA

About Innovate Calgary

Innovate Calgary is a wholly owned subsidiary of the University of Calgary, supporting the University, its members and partners 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 Calgary's and UCalgary's growing innovation and entrepreneurial ecosystems.

About the Role

We are seeking a strategic and creative leader to serve as Senior Manager, Marketing & Communications. Reporting to the President and CEO, this role is responsible for elevating Innovate Calgary's brand, leading marketing and communications strategy, and ensuring that our external presence reflects the innovation and impact of our organization.

The Senior Manager will lead a small but high-performing team, overseeing content production, marketing and communications, and events management, while also contributing hands-on to campaign development, brand design, and creative production. This hybrid of strategic leadership and practical execution ensures that Innovate Calgary maintains a consistent, professional, and compelling presence across all channels.

The Senior Manager 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:

- **Brand Leadership:** Strengthen and steward the Innovate Calgary brand across all business units and initiatives, ensuring consistent messaging, design, and voice. Establish and enforce processes, templates, and guidelines to ensure consistent application of brand and messaging across the organization.
- **Strategic Marketing & Communications:** Develop and execute integrated marketing and communications strategies that support organizational objectives, increase visibility, and highlight Innovate Calgary's role in advancing innovation and entrepreneurship. Strategy related to external stakeholder relationships and selected projects amplifying specific UCalgary research and start-ups will also be included.
- **Digital & Content Management:** Oversee digital platforms and communications channels and guide content creation to tell compelling stories of impact.
- **Graphic Design & Creative Production:** Provide in-house design expertise for digital and print materials, presentations, reports, and campaigns, ensuring high-quality, engaging, and brand-aligned creative assets.
- **Team Leadership:** Manage and support the Marketing & Communications team, fostering a collaborative, innovative, and results-driven culture.
- **Event & Engagement Oversight:** Guide the planning and delivery of events and engagement activities that advance business unit goals and strengthen Innovate Calgary's visibility.
- **Executive & Corporate Support:** Oversee preparation of briefing notes, presentations, speaking points, and corporate communications for the executive leadership team.
- **Collaboration:** Work closely with Innovate Calgary's business units and UCalgary partners to align communications with institutional goals and maximize collective impact.

Skills & Qualifications:

- 7–10 years of progressive experience in marketing and communications, including demonstrated success in brand development and strategic marketing.
- A degree in communications, marketing, design, business, or a related field (a combination of education and experience may be considered).
- Demonstrated experience leading teams, managing multiple projects, and delivering high-quality outputs under tight deadlines.
- Experience with digital marketing, content strategy, social media management, and analytics.
- Collaborative leadership style with the ability to build trust and influence across teams and stakeholders.
- Proven ability to develop integrated marketing campaigns and manage organizational brands.
- Strong graphic design skills, with proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and other design platforms (e.g., Canva, Figma). A design portfolio is required.
- Experience using Salesforce from a marketing and communications perspective, including associated lead management and event integrations is considered an asset.
- Exceptional written and verbal communication skills, with the ability to adapt messaging for diverse audiences.

What We Offer

We believe in fair and transparent compensation. We provide a well-rounded and meaningful total compensation package designed to support your wellbeing and long-term success:

- **Salary:** The budgeted salary range for this role is \$95,000 to \$120,000 per year, depending on our assessment of your experience and qualifications.
- **Health & Wellness:** Comprehensive, employer-paid benefits including extended health, dental, disability, life insurance, a health spending account, and an employee and family assistance program.
- **Retirement Savings:** A competitive Group RRSP program with employer matching contributions of up to 5% in your first year, increasing to 8% after your first year.
- **Paid Time Off:** Generous paid time off including vacation, sick days, volunteering time, 13 recognized statutory holidays, plus our office closes annually from December 25 to January 1, providing additional paid time off without reducing your vacation balance.
- **Mission-Driven Work:** Join a highly engaged and purpose-driven team. You'll work alongside people who are passionate about supporting research, innovation, and entrepreneurs tackling some of the world's most pressing challenges.

How to Apply

Interested applicants are asked to forward their resume and cover letter to hr@innovatecalgary.com with **Senior Manager, Marketing & Communications** as the subject line.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

Application Closing Date: October 10, 2025

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.