



Algoma University is committed to undoing systemic and institutional discrimination and being publicly transparent and accountable. Diversity, equity, and inclusion are fundamental to our Special Mission. In keeping with the Seven Grandfather teachings that are the core values that inform our decisions as an institution, we are committed to creating a welcoming, inclusive, respectful, and safe environment where everyone belongs. We live these values through the strength and richness that diversity brings to our workforce and welcome contributors from equity-deserving groups including: Indigenous Peoples, Black and racialized persons, women, Persons with Disabilities, 2 Spirit, Lesbian, Gay, Bisexual, Transgender, and Queer persons.

Job Title:	Manager, Marketing Administration
Position Status:	Permanent, Full-Time (35 hrs/wk) Monday to Friday, 8:30am to 4:30pm Non-Union
Department:	Marketing & Communications
Supervision Received:	Director, Strategic Communications, Issues Management & Marketing
Supervision Exercised:	Webmaster Senior Digital Communications Specialist Marketing & Communications Coordinator
Location:	Brampton or Sault Ste. Marie, ON
Number of Positions:	1

PRIMARY FUNCTIONS:

A.	Strategic Marketing Leadership & Brand Management	35%
B.	Brand Standards and Website / Content Oversight	25%
C.	Advertising Strategy & Execution	20%
D.	Cross-Campus Collaboration & Partner Engagement	10%
E.	Administration, Reporting, and Other Duties	10%
TOTAL		100%

Algoma University has an existing vacancy in the position of Manager, Marketing. Reporting



to the Director, Strategic Communications, Issues Management & Marketing, the Manager, Marketing provides strategic and operational leadership for Algoma University's marketing activities. The position leads the planning and implementation of integrated marketing strategies that strengthen the University's reputation, support enrolment objectives, promote academic programs and campus experiences, and ensure a consistent institutional brand. This position oversees marketing projects, recruitment and advertising campaigns, promotional event materials, content development for the Algoma University website and brand implementation across digital and traditional channels. The Manager drives strategic marketing leadership across assigned teams and external partners, while collaborating with departments across the University's Sault Ste. Marie, Brampton and Timmins campuses.

RESPONSIBILITIES:

A. Strategic Marketing Leadership & Brand Management (35%)

- Lead the development, implementation, and day-to-day management of the annual institutional enrolment marketing plan and brand growth under the overall direction of the Director.
- Drive institutional brand positioning, differentiation, and reputation enhancement across post-secondary markets and other key audiences.
- Provide strategic marketing advice and guidance to senior leaders, academic units, administrative departments, and other key partners.
- Lead and mentor the Marketing team, providing direction, coaching, workload management/project prioritization support, and professional development opportunities.
- Manage relationships with external agencies, media buyers, designers, vendors, and other marketing partners, supporting procurement and contract management, as required.
- Oversee the development of marketing materials created for institutional events.

B. Brand Standards and Website / Content Oversight (25%)

- Protect and strengthen the Algoma University brand by overseeing consistent application of its visual identity, messaging, tone, and institutional positions across all print and digital materials.
- Ensure website and marketing materials are accessible and current, complying with the *Accessibility for Ontarians with Disabilities Act, 2025 (AODA)*, privacy, and security requirements, and oversee the maintenance of templates and tools for internal departments.



- Reflect and build awareness of the University's Special Mission, cross-cultural learning, and diversity, equity and inclusion goals through intentional marketing, positioning, and storytelling, in collaboration with institutional partners.
- Provide strategic oversight of the Algoma University website portfolio, establishing governance processes, content ownership, approval workflows, and publishing standards.
- Partner with the Communications team to provide marketing, design, and/or production support for Presidential reports and presentations, and institutional announcements.

C. Advertising Strategy & Execution (20%)

- Develop and oversee integrated enrolment and promotional advertising strategies across digital, social, search, video, display, out-of-home, print, radio, and other relevant Marketing channels.
- Collaborate with internal partners and external agencies to align media plans with enrolment priorities, supporting enquiry generation, applications, and conversions.
- Conduct periodic marketing audits, competitor analysis, and market intelligence to identify emerging opportunities and inform media investments.
- Monitor campaign performance, analytics, and conversion tracking to recommend adjustments that improve reach, engagement, and return on investment.
- Support the implementation and governance of campaign tracking tools, while ensuring digital advertising activities follow applicable privacy requirements and platform policies.

D. Cross-Campus Collaboration & Partner Engagement (10%)

- Work closely with domestic and international Student Recruitment, Admissions, Student Affairs, and academic units to identify marketing needs and opportunities aligned with recruitment cycles and goals.
- Responsible for the marketing components and promotional materials related to the Ontario Universities' Fair (OUF), open houses, guidance events, and other major student recruitment activities.
- Coordinate marketing initiatives across the Sault Ste. Marie, Brampton, and Timmins campuses, while reflecting the distinct strengths, experiences, and environment of each campus.
- Manage competing requests and priorities using established intake, project-management, ticketing, and approval processes.

E. Administration, Reporting, and Other Duties (10%)



- Support the development and management of marketing budgets, forecasts, purchase orders, invoices, and expenditures to ensure resources are used effectively.
- Support the preparation of reports, presentations, and briefing materials for senior leadership, analyzing campaign performance, website activity, lead generation, and application trends.
- Maintain project plans, campaign records, approvals, contracts, and other documentation in accordance with University requirements and policies.
- Other duties, as assigned.

WORKING CONDITIONS:

Physical Effort*Moderate*

Work activities require intermediate periods of moderate physical effort.

Physical Environment*Moderate*

Works in an environment with some exposure to unpleasant or disagreeable conditions; occasional use of toxic/hazardous spray adhesives.

Sensory Attention*Considerable*

Work activities involve frequent need to concentrate on a variety of sensory inputs for lengthy durations at a time, requiring diligence and attention.

Mental Stress*Considerable*

Work activities are performed in an environment with frequent exposure to mental pressure conditions where the mental stress would be noticeable.

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Marketing or a related field, and a minimum of five (5) years of marketing-related experience in progressively senior/supervisory positions, or an equivalent combination of education and experience, is required.
- Excellent knowledge of technologies, tools, and software required to support marketing activities, including working knowledge of graphic design (e.g., InDesign, Adobe Suite, Canva, Publicate) and social media management.



- Demonstrated knowledge and proven track record of meeting or exceeding performance targets by implementing and assessing Key Performance Indicators (KPIs) and digital tracking tools in order to maximize data gathering and measure campaign performance.
- Experience leading complex, multi-key partner projects, with demonstrated ability to influence others, create alignment, generate commitment to goals, and inspire action.
- Excellent editing, content creation, verbal, and written communication skills, with the ability to apply sound judgment, tact, and diplomacy.
- Knowledge and skills in budget development, financial management, data analysis, office management, and administrative functions.
- Strong organizational, time management, and problem-solving skills, with a demonstrated ability to balance competing priorities and meet strict deadlines.
- Knowledge of common post-secondary policies, procedures, organizational structures, and governance is considered an asset.
- Experience working within a complex, unionized environment, with experience in cross-cultural work and learning environments, is considered an asset.
- Proficiency in computer/online applications and platforms, including G Suite.
- Understanding of, and ability to uphold, strict confidentiality.
- Valid Driver's License and willingness to travel, as required.

Salary Scale: \$91,863 to \$114,829 annually

To apply for this position please submit a resume and cover letter [HERE](#) no later than 4:00 p.m. on Friday, October 23, 2026.

Algoma University is strongly committed to fostering diversity and inclusivity within our community and is an equal-opportunity employer. The university invites and encourages applications from all qualified individuals who would contribute to the further diversification of our Institution, including equity-deserving groups that are traditionally underrepresented in employment (Indigenous peoples, racialized persons, women, persons with disabilities, and 2SLGBTQQIPA+ persons).

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by Algoma University throughout the recruitment, selection, and/or assessment process to applicants with disabilities.