

Instructor, Advertising and Marketing Communications

Creative Arts

Applicants are to clearly demonstrate how they satisfy the selection criteria in their written submissions and must identify the competition number when submitting their application.

An eligibility list may be created for similar casual, part-time, full-time, and term positions.

DUTIES

A part-time (0.8 position equivalent) Advertising and Marketing Communications instructor is required to teach in the Creative Communications and Communication Management programs. Courses could include Advertising and Marketing Communications, Brand Marketing, Digital Content Marketing and Advanced Media Strategy. Drawing on extensive professional experience, instructors are expected to lead dynamic, engaging instruction to students, both in-person and online. Duties will include the preparation of course materials and assessments, instruction of students and evaluation of course materials. Duties related to instructing include curriculum development and maintenance, preparing course outlines, maintaining student records, student evaluation, assisting in College activities including student orientation, graduation, and relevant committees.

REQUIRED QUALIFICATIONS

- Undergraduate degree in advertising, marketing or communications-related field. A combination of education and experience may be considered
- Significant and progressive experience in advertising creative, marketing, branding and content strategy in an agency, corporate or non-profit environment. A portfolio of work is required.
- Relevant experience developing and executing integrated marketing campaigns with measurable success
- Significant experience creating concepts and content for a wide variety of clients/customers: B2C, B2B, government, institutional and/or non-profit
- Copywriting and content expertise in digital and traditional formats including but not limited to web, social, video, audio, print, OOH, and interactive projects
- Experience in market research, consumer behavior, customer journeys, personas, and competitive benchmarking
- Up-to-date knowledge of SEO, SEM, UX, digital advertising, campaign management, analytics, marketing technology tools and automation
- Experience creating brand platforms and guidelines for consistency in brand messaging, writing style, voice and tone
- Experience developing media plans including assessing, selecting and scheduling paid media buys
- Experience using data and customer insights to identify goals, objectives, KPIs, and measure marketing performance
- Strong focus on the customer experience
- Excellent written and verbal communication skills
- Excellent presentation skills
- Experience building a respectful workplace culture that promotes diversity, learning and continuous improvement

ASSETS

- Specific post-secondary training in advertising and marketing communication, ie. RRC Polytech Creative Communications diploma with a specialization in Advertising and Marketing Communications
- Professional experience teaching adult learners.
- Working knowledge of Microsoft 365 and Adobe Creative Suite software

CONDITIONS OF EMPLOYMENT

- Applicants must be legally entitled to work in Canada
- This position may be required to work evenings and/or weekends
- This position may be required to work throughout the academic year including the summer months
- Instructors are required to complete the Teaching for Learning (TFL) in Applied Education program or have previously completed the Certificate in Adult Education (CAE)

RRC Polytech campuses are located on the lands of Anishinaabe, Ininiwak, Anishininew, Dakota, and Dené, and the National Homeland of the Red River Métis.

We recognize and honour Treaty 3 Territory Shoal Lake 40 First Nation, the source of Winnipeg's clean drinking water. In addition, we acknowledge Treaty Territories which provide us with access to electricity we use in both our personal and professional lives.

COMPETITION NUMBER

2023-094

CLOSING DATE

June 21, 2023

SALARY

\$31.06 - \$46.13 hourly

The successful candidate with a Master's or PhD in a related field will receive an Educational Supplement of \$2,725 or \$5,450 per annum, respectively, pro-rated on an hourly basis

POSITION LOCATION

Exchange District Campus
(Winnipeg, MB)

POSITION TYPE

Part-Time Position Available

APPLY ONLINE AT

rrc.ca/careers

RRC Polytech is a leader in applied learning and innovation. Our talented team of employees is passionate about education, innovation and student success. We offer competitive salaries, extensive benefits and the opportunity for personal and professional growth in a rewarding career.

At RRC Polytech we are committed to fostering an inclusive environment, where all employees and students feel valued, respected and supported. We aspire to have a workforce that is representative of the diversity within our communities, and welcome applications from women, Indigenous Peoples, persons with disabilities, racialized persons, persons of the 2SLGBTQIA+ community and others who may contribute to the further diversification of ideas. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

If you require this information in an alternate format, please contact humanresources@rrc.ca.



RRC Polytech is committed to providing accessible employment, and ensuring that our recruitment, assessment and selection process is barrier free. If a candidate requires accommodation during the hiring process, Human Resources Services will work with the individual to meet their needs. We thank all applicants for their interest, but only those selected for an interview will be contacted. For more information and other employment opportunities, visit rrc.ca/hr