

Coordinator, Communications and Marketing
POSITION SUMMARY

Reporting to the Executive Director of Communication and Strategic Enrollment, the Coordinator, Communications & Marketing is primarily responsible for the development and delivery of college-wide communications and marketing strategy. The Coordinator generates product awareness, brand identity, and stimulates enrollment and revenue growth for the College, in alignment with Strategic Plan, Business Plan, Strategic Enrollment Management Plan, and Recruitment and Engagement Plan.

LEVEL **6**
LOCATION **Weyburn or Estevan**
SCOPE OF WORK

1. Division: Communication and Strategic Enrollment
2. Function: In Scope Field Staff
3. Supervisor: Executive Director, Communication and Strategic Enrolment
4. Direct Reports: None
5. Budget Responsibility: Communication & Marketing

RESPONSIBILITIES
Typical duties of the Coordinator, Communications and Marketing may include, but are not limited to:

- Development and execute the college-wide marketing strategy in alignment with the College Strategic Plan, Business Plan, Strategic Enrollment Management Plan, and Recruitment and Engagement Plan.
- Implement plans and specific segmented campaigns reaching various target audiences and demographics in both existing and new markets.
- Provide college-wide strategic communication and marketing advice and guidance, including best practices and standards.
- Promote communication strategies that enhance and foster strong internal communications.
- Deliver key messaging using a variety of modern marketing tools and tactics.
- Develop appropriate performance management systems to measure the effectiveness of communications and marketing activities.
- Partner with internal clients to define business needs and objectives, craft appropriate communication strategies and identify appropriate marketing tactics to achieve business goals.
- Develop, implement, review, and approve appropriate use of the College style guidelines with all staff, volunteers, third party event organizers and vendors.
- Write first draft copy for selected marketing and fundraising projects, including review and maintenance of a set of approved brand positioning statements and overall brand support statements. Recommendations on and monitoring of the consistent and appropriate use of these statements will be required.
- Ensure the intranet is kept up to date and relevant ensuring the desired message is delivered clearly.

Coordinator, Communications and Marketing Job Description

- Plan and deliver external communications to customers, communities, industry, and media designed to positively impact the external brand image, identity, and promotion, communicate the messages of the College, and increase enrollment.
- Coordinate media relations outreach activities including preparation and editing of media materials such as press releases, backgrounders, fact sheets, as well as the collection and analysis of media coverage.
- Ensure consistency of brand, imaging, and messaging throughout all materials.
- Work in collaboration with staff, volunteers, event organizers, media, and others to leverage our brand and achieve promotional synergies and maintain positive ongoing relations and marketing opportunities.
- Cultivate, steward, and maintain strong media relationships in key markets across the region to support the College's strategic priorities.
- Collaborate across departments to develop, create, and implement innovative and impactful donor relations strategies.
- Develop, implement, monitor, and report on a digital marketing strategy.
- Create and publish short video campaigns/storytelling boards for just-in-time marketing initiatives.
- Lead content development and user experience reviews to ensure the College's external web communications are clear, correct, and concise.
- Lead effective use of all digital marketing including social media activities for the organization.
- Stay current on emerging channels and make recommendations on best course of action.
- Oversee and maintain College budget for Communication & Marketing.

QUALIFICATIONS

Knowledge and Skills

- Excellent interpersonal and communication skills including written, verbal, and public relations; exceptional writing and editing skills are a must.
- Demonstrated experience in the implementation and execution of marketing communications and brand strategy.
- Experience in the implementation and execution of brand strategy including the development of comprehensive marketing plans.
- Excellent follow-up and on-going communication skills to ensure that internal and external stakeholders are clear on deliverables, roles, and responsibilities.
- Superior project management skills, including trade show and event management.
- Experience and understanding of Digital Media including all social media platforms and internet tools to drive revenue and profile.
- Experience directing photo and video shoots; video and photography editing skills are essential.
- Proven ability to leverage new technologies for communication, fundraising, promotion, and marketing.
- Current knowledge of emerging channels and ability to recommend best course of action.
- Knowledge of the print production process and supplier negotiations is desirable.
- Excellent time management skills.
- Proficiency in Microsoft Office Suite (Word, PowerPoint, Outlook, Teams).
- Experience and demonstrated design skills using Adobe Creative Suite (InDesign and Illustrator).
- Demonstrated skills in negotiating, problem solving and budgeting.

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- Demonstrated ability to work independently as well as part of a team.
- Proven ability to relate well and build relationships with students, prospective students, and other influencers.
- Demonstrated excellence in communication and public speaking skills.
- Ability to work in a cross-cultural environment, valuing diversity.
- Maintains and respects confidential and sensitive information, both in and outside of the workplace.
- Other duties as assigned.

Education and Experience

- The minimum relevant knowledge or formal training essential to perform the functions of this position is a bachelor's degree in journalism, communications, or marketing.
- The minimum amount of practical, related experience required to perform the duties of this position is two to three years recent and relevant work experience. This professional experience will include product promotion, marketing, communications, and interpersonal relations. Relevant agency and/or industry experience preferred.

Other Requirements

- Must be prepared to schedule hours of work according to the demands of the position, including evenings and weekends as necessary (i.e. field hours).
- Must possess a valid Saskatchewan Driver's License and be willing to travel. This position supports the Southeast College region. Occasional overnight stays may be necessary.
- Satisfactory Criminal Record Check with Vulnerable Sector Check.

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