The University of Guelph is committed to equity in its policies, practices, and programs, supports diversity in its teaching, learning and work environments, and ensures that applications for members of underrepresented groups are seriously considered under its employment equity policy. All qualified individuals who would contribute to the further diversification of our University community are encouraged to apply.

Professional and Managerial Group

Co-ordinator, Marketing and Website
Co-operative Education & Career Services

Temporary full-time from May 2016 – May 2017
Temporary Absence of the Regular Incumbent

Hiring#: 2016-0122

Please read the Application Instructions [1] before applying

Co-operative Education & Career Services (CECS) is a critical department of the Division of Student Affairs and provides services to all students throughout their undergraduate and graduate careers as well as to Alumni. CECS represents the University’s primary support services for students and alumni regarding academic, career and vocational direction and employment. CECS staff persons provide career development, student employment and co-operative education programs and services and facilitate experiential learning opportunities to foster the career achievements of University of Guelph students and alumni.

These services include the main functional areas of career planning, further education planning, job search planning, on-line career development programs, employer experience, employment events, on-campus recruiting, job posting services and co-operative education programs.

Reporting to the Manager, Business Operations, the Co-ordinator, Marketing & Website is responsible for the overall marketing and website activities for CECS including:

- Creation and execution of effective communication and marketing of CECS programs, events and services to on and off-campus stakeholders including students, alumni, employers, faculty, staff and the broader community.
- Creation and execution of print marketing material: (advertisements, brochures, information sheets, direct mail) and digital marketing material (mass email communication, web advertisements) for the department.
- Develop articles and press releases that promote the department.
- Responsible for the department public website: updating, writing, editing, proofreading site content, website analytics, and chair the CECS Website Committee to maintain site standards with regard to new development and AODA Web Content Accessibility Guidelines.
- The voice for all aspects of CECS’s online presence and responsible for managing, monitoring and delivering all social media activities through multiple social media platforms.
- Builds relationships and works collaboratively with various internal and external stakeholders to identify opportunities to promote the department, its various activities and to increase brand awareness.
- Facilitates the delivery of information from on and off campus groups that is deemed important or relevant to CECS student stakeholders.
- Strategically plan and research new marketing opportunities to promote recruitment

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potential employers (Publications, Websites, Events).

Requirements of the position include: An undergraduate degree (Marketing, Communications) and up to three years relevant experience in marketing, communication, advertising, public relations and media; knowledge of website content management systems (Drupal, Dreamweaver) and HTML; design skills (Adobe Illustrator, Photoshop) and experience in print and direct mail advertising; advanced knowledge and experience with social media; mass email distribution experience an asset; must have excellent organizational skills; ability to multi-task, be a self-starter, creative and able to work under tight deadlines; must be a team player; energetic, innovative and resourceful; have the ability to complete marketing strategies while conforming with the University of Guelph Graphic Standards and AODA Web Content Accessibility Guidelines.

Position Number:    531-014
Salary Band:            P03

Posting Date: 2016 03 11
Closing Date: 2016 03 18