Marketing and Communications Coordinator

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Position covered by the Collective Agreement with USW Local 4120

Marketing and Communications Coordinator

College of Social and Applied Human Sciences

Temporary full-time from March 1, 2018 to February 28, 2020

Hiring #: 2018-0040

Please read the Application Instructions [1] before applying

The College of Social and Applied Human Sciences is a dynamic and diverse college with a long history of commitment to hands-on learning, socially responsive research, local and global community engagement, and mobilization and exchange of knowledge. The College is one of the University’s founding colleges and traces its roots back to Macdonald Institute, founded in 1903 to educate young women in domestic sciences and thus improve the health and well-being of families and society. Today, the College’s vision is to be a leader in world-class, integrated scholarship that addresses critical, complex issues facing our world.

Reporting to the Manager of Marketing and Communications, the Coordinator is responsible for coordinating and executing department events, marketing, promotion, communications, and social media strategies in keeping with the specific needs of key target audiences; ensuring that the University brand is consistently conveyed in a diverse range of settings and platforms; delivering effective communication regarding our college offerings and achievements, leading to the enhanced participation and engagement of students, staff, faculty, alumni and community partners.

Specific responsibilities include: supporting the development and execution of the creative direction and visual branding strategies for the College, providing direction and initiative in the production of print materials, social media, digital marketing, and information visualization with a focus on user experience and branding strategies. As a lead developer in the college social media and web page assets the coordinator is responsible for editorial content including news articles, feature stories as well as event promotion.

Requirements of this position include; Two (2) year community college diploma in Marketing and Communications or a related field (three (3) year community college preferred), and one (1) year prior experience (two (2) years’ prior experience preferred) in marketing and communications or an equivalent combination of education and experience. Additional requirements include a strong skillset in written communications specifically around editorial communications for both web and print publications; an understanding of and experience with social media (Facebook, Twitter and Instagram) and its effective use for business purposes; experience with web and social media analytics and the use of tools such as Hootsuite; knowledge of HTML/web packages; knowledge and experience in graphic design software applications, specifically Adobe Creative Cloud (Photoshop, InDesign, Illustrator and Acrobat), and experience with Microsoft Office applications (Word, PowerPoint, Excel, Outlook). As a self-starter, the Coordinator must have the ability to work independently and as part of a team; strong project prioritization, planning and implementation skills; demonstrated excellence in electronic, verbal and written communications, and diplomacy/interpersonal skills. In addition to this, the incumbent maintains up to date knowledge of design and marketing trends, best practices, and related software and hardware technologies.
Classification  USW, Local 4120 Salary Band 4
Normal Hiring Range  $22.45 - $25.09 per hour

All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. At the University of Guelph, fostering a culture of inclusion [2] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

*Tentative evaluation; subject to committee review.

Posting Date: 2018 01 31
Closing Date: 2018 02 07

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Links
[1] https://www.uoguelph.ca/hr/careers-guelph/how-apply