Marketing and Communications Coordinator

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Office, Clerical and Technical
Position covered by the Collective Agreement with USW Local 4120

Marketing and Communications Coordinator

Office of the Dean, College of Social and Applied Human Sciences

80% Workload (28 hours/week)

Hiring #: 2020-0086

Please read the Application Instructions 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
- Utilizing strong storytelling, photography, video and digital media skills to engage internal and external audiences
- Providing direction and initiative in the production of print materials, social media, digital marketing, and information visualization
- As a lead developer in the college social media and web page assets, the coordinator is responsible for crafting engaging content such as social media posts, news articles, featured stories and event promotion
- Write content for key communications initiatives including news release, impact reports, newsletters, videos, scripts/speaking points, and brochures as required
- Assist in the planning, promoting and executing events including serving as an event day media liaison
- Other duties as assigned. Some evenings and weekend work is required.

Requirements of this position include:

- Two (2) year community college diploma in Marketing and Communications or a related field (University degree preferred), along with one (1) year prior experience (two (2) years’ prior experience preferred) in marketing and communications or an equivalent combination of education and experience
- A strong skillset in written communications specifically around editorial communications for both web and print publications
Knowledge and experience in graphic design software applications, specifically Adobe Creative Cloud (Photoshop, InDesign, Illustrator and Acrobat)

Demonstrated ability to shoot and edit compelling videos and photos

Knowledge and experience with editing software applications, specifically Adobe Photoshop, Premiere Pro and After Effects

Knowledge and experience with writing and campaign development for social media (Facebook, Twitter and Instagram)

Experience with web and social media analytics and the use of tools such as Hootsuite and Falcon.

Knowledge and experience with editing software applications, specifically Adobe Photoshop, Premiere Pro and After Effects

Knowledge and experience with writing and campaign development for social media (Facebook, Twitter and Instagram)

Experience with web and social media analytics and the use of tools such as Hootsuite and Falcon.

Knowledge and experience with editing software applications, specifically Adobe Photoshop, Premiere Pro and After Effects

Demonstrated 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

Maintains up to date knowledge of design and marketing trends, best practices, and related software and hardware technologies

Position Number 250-043
Classification USW, Local 4120 Salary Band 4*
Salary Range $23.13 Minimum (Level 1)
$25.85 Normal Hiring Limit (Level 3)
$31.29 Job Rate (Level 7)

*Tentative evaluation; subject to committee review.

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.

Posting Date: 2020 03 02
Closing Date: 2020 03 09

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