Marketing and Communications Coordinator

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Professional and Managerial Group

Marketing and Communications Coordinator

Student Affairs

Temporary Part-time (Less than 24 hours a week)
Hiring #: 2023-0460

Please read the Application Instructions [1] before applying

At the University of Guelph, our students benefit greatly from engaging directly in industries and communities where they can apply their learning in real-world contexts, develop essential employability skills, and gain a deeper understanding of the complex issues faced by employers and community organizations today.

The Experiential Learning department is the hub for career development, co-operative education, curricular, and co-curricular experiential learning opportunities. The department helps students find and engage in experiential learning opportunities and connect with industry and community partners.

Reporting to the Manager, Business Operations, the temporary part-time Marketing & Communications Coordinator will be responsible for assisting in the development and execution of internal and external marketing initiatives to promote services provided by the department. The position requires experience with implementation of accessibility requirements across all marketing mediums, website maintenance, social media content development and exceptional written and oral communication skills.

Key responsibilities of the position will be as follows:

- Coordination of outreach to students regarding services provided by the department
- Assistance with employer and community partner outreach and event promotion
- Student and employer email campaigns, includes pulling target lists, creating and sending event promotion emails and tracking data
- Research on advertising opportunities to both internal and external audiences
- Social media support for the team by creating reels, developing and implementing approved strategies for increasing engagement on social media, tracking trends, proposing social media strategies for high-performing posts, and attending events for live social media coverage
- Responsibility for the new department website content updates and edits (public website and internal SharePoint)
- Support digital accessibility audit and staying up-to-date on new AODA requirements and system capabilities to ensure/implement accessibility across all marketing mediums
- Source, write and promote Experiential Learning success stories related to students, employers and community partners
- On-site event assistance and event material preparation

Requirements:

- An undergraduate degree in Marketing, Communications or a related field along with at least two (2) years’ experience in a marketing role working with accessibility requirements, website maintenance and social media promotion, preferably in a post-secondary environment. An equivalent combination of relevant
education and experience may be considered.

- Experience with Accessibility requirements for web, videos & print material
- Exceptional writing, editing and story-telling skills
- An understanding of academic programs, university policies and procedures, and administrative systems would be a strong asset.
- A high degree of accuracy and attention to detail
- Experience working with a variety of stakeholders from different employment sectors and other professional staff
- Experience with graphic design software (Adobe, Canva) and email campaigns is an asset
- Capable of working both independently and collaboratively in a fast-paced environment

Classification               P03
Normal Hiring Range  $32.56 - $39.07 per hour
Professional/Managerial Salary Bands [2]

At the University of Guelph, fostering a culture of inclusion [3] 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: 2023 08 02
Closing Date: 2023 08 16 (extended)


Source
URL: https://www.uoguelph.ca/hr/careers-guelph/current-opportunities/marketing-and-communications-coordinator

Links
[1] https://www.uoguelph.ca/hr/careers-guelph/how-apply [2]