

## Communications Assistant – GTAT B

**Communications Assistant** supports content creation, website maintenance, social media management, and event logistics while ensuring compliance with university standards. This is a specialized support role for incumbents new to the communication and marketing field. This role involves drafting and editing materials, tracking analytics, coordinating marketing assets, and providing administrative support.

### **Typical Duties may include some or all the following:**

- Draft low impact content for newsletters, social media posts, website updates and other internal communications. Ensure all content is AODA compliant.
- Support the daily maintenance of the department's website and/or intranet with approved posting updates and checking links.
- Assist in tracking website analytics and prepare basic communications performance reports.
- Ensures content is accurate and consistent with the university's communications, graphics, and layout standards and guidelines
- Provide support in the creation of stories, announcements, and other promotional material.
- Maintain and update a social media calendar to coordinate future communications and posts
- Assist in the development of visual content (e.g. selecting and editing photos, coordinating graphics and layouts)
- Assist in monitoring digital media engagement, growth, reach and audience feedback
- Coordinate the procurement of physical marketing materials (e.g. brochures, flyers, banners, etc.)
- Distribute printed materials, digital newsletters using prescribed mailing lists.
- Assist with the event logistics, set-up, and teardown
- Schedule meetings, take minutes, and track project timelines
- Maintain organized files of communication materials, photos, and media assets
- Help track communication-related expenses and vendor invoices
- Provide general drafting, editing, and formatting support in various formats to faculty and staff (e.g. Word, MS Publisher, PFSs, Excel, etc.)

### **Decision Making/Accountability:**

This position is accountable assigned tasks as directed by supervisor. Provides support in drafting communication messaging. Some choice in visual layout and design of content. Ensures that all communications, articles, and materials follow central university communication guidelines.

### **Contacts/Interpersonal Skills:**

Assists faculty and staff with drafting, editing and formatting communications, newsletters, and other marketing materials. May liaises with the central communication department to ensure messaging and designs aligned with university policies and guidelines.

### **Supervision Received:**

Consults with supervisor on decisions that deviate outside of general guidelines or outside of assigned tasks.

### **Supervision Exercised:**

None; provides some functional guidance on basic and routine communications practices, such as editing and formatting documents for distribution.

### **Working Environment:**

Work is performed in an office, with potential exposure to frequent interruptions.

**Minimum Qualifications:**

- 1-2 years of prior experience working in a communications or marketing role, including internships or volunteer experience.
- Minimum undergraduate degree in marketing or communications
- Or a combination of equivalent education and experience