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|  | **Position Description for:**  **Communications and Marketing Coordinator** | | |
| **Effective Date:** January 2020 | | **Position #:** NOC#1123 | |
| **Department:** Administration | | **Classification:** Administration | |
| **Reports To:** General Manager | | **Direct Reports: (#)** 0 | |
| **Job Summary: ​**The Communications Coordinator is responsible for promoting and advertising the  Students’ Union events and promotions, including the different social media platforms and website. Areas of responsibility include, but are not limited to: development, support, coordination, and participation in all Students’ Union marketing, promotion, and public relations, | | | |
| **Major Work Activities and Responsibilities:** | | | **Time Allocation (%)** |
| **General Duties**   * Prepare, design, implement, and distribute all promotional materials as directed. * Design and Create posters, banners, brochures, event calendar, Meliorist publications, CKXU broadcasts, etc. * Ensure all SU bulletin boards, signs, and marketing materials are presentable and in good repair. * Research and prepare press releases as directed for final approval by SU President * Review and inform Executive Council of any media events, political/current events, or lobbying opportunities that may be beneficial, or pertinent to the Students’ Union. * Prepare, implement, and compile marketing surveys and research as directed. * Coordinate production of the annual Calendar and Students’ Union Handbook * Perform any additional media roles as needed, including live videos, event photography * Work with clubs to develop strategies to promote their events. * Develop Social Media newsletter to assist clubs with strategies to promote their events. * Assist with event planning, including contract negotiations with talent agencies, speakers, etc. * Work with the Executive Council and the Health Plan Coordinator on developing fundraising initiatives for the SU Food Bank | | |  |
| **Website and Social Media**   * Responsible for all social media marketing, including regularly updating the ULSU social media channels to include current and upcoming events. * Utilize social media management tools to ensure channels are being monitored and consistent message is being delivered. | | |  |
| **Sales**   * Develop and maintain relationships with existing and potential advertisers for different ULSU publications * Create and maintain a list of contacts including sales of advertising and leads. * Follow-up with advertisers to ensure customer satisfaction. | | |  |
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|  | **Position Description for:**  **Communications Coordinator** |

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| * Experience and knowledge of Adobe products including Photoshop, InDesign * Knowledge of social media platforms * Experience with multimedia tools including videography and photography equipment * Experience with event planning/management * Experience or practical knowledge of non-profit fundraising | |
| **General Competencies Required:** | |
| * Cares About Company & Team Success * Negotiation * Presentation / Public Speaking Skills * Computer Technology * Reading/Writing * Flexibility / Adaptability * Innovation / Creativity * Planning / Organization Skills / Time Management * Reliability * Self-Confidence | * Communication * Diversity * Interpersonal Skills * Teamwork / Collaboration * Continuous Learning * Customer Focus * Initiative * Quality * Attention to Detail * Knowledge of Marketing |
| **Direct Reports**  ● None | |
| **Working Conditions:**   * Primarily an office-based environment: temperature, noise level is normal. * Work hours: min. 35 hours/week | |
| **Initiated Learning Requirements:**  ● Participates in on-the-job learning and in-house training opportunities as needed.  ● Participates in supplemental external training and upgrading courses reviewed as presented for relevance (e.g., social media, sales). | |
| **Performance Improvement and Development Planning:**  ● Continual review and update of training requirements.  ● Annual performance review; completes performance self-assessment to contribute positively during review meeting.  ● Ongoing performance feedback from General Manager, Executive Council, and team members. | |
| **Approved By:**    **Date:** | **Issued By:**    **Date:** |

Note: This job description/profile is general in nature and serves only as a guide for the job responsibilities of the position indicated. It is not intended to be all-inclusive and should not be considered as meeting the needs for compliance with local, provincial and federal requirements. Understand that management reserves the right to periodically add, modify or change responsibilities.