#### Trent University LogoEXEMPT JOB DESCRIPTION

**Job Title:** Communications & Enrolment Associate

**Job Number:** X-385 | VIP: 1624

**Band:** EXEMPT- 5

**Department:** Communications & Enrolment

**Supervisor Title:** Vice-President, Communications & Enrolment

**Last Reviewed:**  March 30, 2023

#### **Job Purpose:**

Reporting to the Vice-President, Communications & Enrolment, the Communications & Enrolment Associate is a key member of the Communications & Enrolment portfolio, which is responsible for University recruitment and enrolment as well as managing Trent’s reputation, encompassing Marketing & Communications, Recruitment & Admissions, and the Colleges of Trent University. Emphasizing office management, budgeting, and excellence in communications, this position supports the Vice President Communications & Enrolment and the entire management team across the portfolio in the planning, development and implementation of plans supporting the Trent brand, public profile and overall strategic enrolment management goals of the University. Working with senior representatives from all University departments and programs, this position helps to unify planning, budgeting and strategic documents, while providing support and back-up for the Director, Communications and Communications Officers on issues management, media relations, confidential administrative messaging, and crisis/emergency communications. This position also provides general administrative support to the Vice President, Communication & Enrolment, the portfolio, and its various committees.

#### Key Activities:

##### Office Management & Administrative Support

* Provide broad administrative support to the Office of the VP.
* Ensure coordination of all aspects of the portfolio’s key budgets, documents and processes.
* Act as frontline support to directors, managers and college principals to ensure timely responses to portfolio priorities.
* Maintain confidentiality with regard to files and sensitive issues, supporting the VP on communication plans and materials.
* Liaise with departments as well as suppliers and contractors to ensure deadlines are met.
* Draft briefing and speaking notes, letters, bulletins, articles and news releases for VP.
* Post material to portal and produce mass email communications to University community and targeted audiences.
* Assist with social media content and updates.
* Provide support to VP for press conferences, emergency planning and response, University and community events.
* Provide back up support for distribution logistics related to print and e-newsletters.
* Other duties as assigned.

##### Administrative & General Support

* Attend and provide administrative support to the Strategic Enrolment Management Committee, Retention Committee, ad hoc committees and working groups as well as portfolio-wide, management and departmental meetings; record action items and assist VP with tracking and follow-up.
* Provide unified budget summaries for the entire portfolio, tracking departmental expenditures and submitted reports for approval.
* Work with directors, managers, and principals to summarize tracking and reconciliation key performance indicators.
* Update all aspects of the University Reputation Tracking document and provide executive summaries for VP and committee presentations.
* Prepare and issue purchase orders, ensure invoices are correct and process for payment. Provide quarterly reconciliations of actual to planned expenditures.
* Manage centralized electronic filing system and any hard copy files across the portfolio.
* Handle inquiries to the VP from senior administration and departments, delegate, and track with appropriate managers across the portfolio.
* Keep VP schedule and confidential email using discretion to sort, respond and delegate. Provide meeting preparation for VP.
* Provide approval and track portfolio attendance and expense records.

##### Marketing & Communications

* Meet with internal University clients, recording marketing and communications objectives and drafting appropriate marketing and communications plans for approval.
* Draft advertising and marketing material concepts and copy for review by internal clients and approval of Director, Communications.
* Assist with digital and other photography/video/podcasts to support marketing, communications, recruitment and admissions materials and initiatives.
* Coordinate and liaise with designers, producers, photographers/videographers, and other marketing, communications, and creative suppliers to facilitate timely delivery of marketing material for various campaigns, announcements, initiatives and events.
* Provide support and back-up as required to other communications and marketing functions related to project management, writing, and editing both for print and online, social media, internal communications, and other administrative duties.
* Assistance with digital and other photography/video to support marketing, communications, recruitment and admissions materials and initiatives.
* Provide a high level of general writing and project management support to Director, Communications including speeches, speaking notes, preparation for interviews, etc.

##### Media Relations

* Act as back-up and support to Director, Communications and Communications & Media Relations Officers.
* Respond to media calls and inquiries and prepare detailed reports on media issues with the potential for impact on University reputation for the Director, Communications.
* Prepare and update key messaging for issues arising, news releases, backgrounders, fact sheets, bios; create and support related internal communication strategies; craft backgrounders, presentations, briefing notes, and proposals.
* Meet with senior administration, academic and administrative department heads to identify expertise, faculty, student and alumni successes, opportunities effectively and strategically for commentary on topical issues, features and profiles – and activate use in media relations and marketing/communications materials.
* Work with the Communications digital team to contribute to a University-wide Social Media Plan with clear strategies for making connections with media.
* Provide back-up and support on media monitoring and tracking.

##### Emergency Operations & Issues Management

* Act as back up to the Director, Communications, Communications & Media Relations Officers, Manager, Digital Marketing and support VP, Communications & Enrolment on issues management, emergency communications and Emergency Operations Committee.
* Act on strategies for crisis/emergency communications as required, including emergency response, campus closures, issues management, including collective bargaining and potential labour disputes.
* Access and synthesize confidential and sensitive information, related to board governance, budgets, human resources, for backgrounders, speaking points, communications plans, etc.
* Maintain discretion and confidentiality with regard to files and sensitive issues, attend meetings, interview senior administrators to support the Director, Communications on communication plans and materials.
* Develop briefing materials, backgrounders, speaking points for senior administration on media requests and confidential issues as required.

##### Communications & Enrolment, Research and Outreach

* Together with the VP, meet with deans, program heads and departments, recording enrolment, marketing and recruitment objectives and draft appropriate marketing and enrolment plans.
* Draft communications and enrolment strategies, concepts and copy for review by senior administration, internal departments, and approval of VP.
* Assist VP to liaise with contractors, suppliers, on special projects for various campaigns, announcements, initiatives, and events.
* Track all invoices, issuing purchase orders and ensuring regular updates on budget are available for VP and management teams’ review.
* Plan reputation publications, write, edit, proofread and coordinate suppliers from concept to completion.
* Review, revise, and release written and production material for publication online/digital, in advertising, promotional material, in print and media.
* Participate in team meetings and brainstorming sessions identifying marketing and recruitment opportunities and new approaches to positively position Trent University in building reputation, enrolment, and awareness.
* Provide a high level of general writing support to the VP.
* Other duties as assigned.

#### Education Required:

* Honours Bachelor’s Degree (4 year).

#### Experience/Qualifications Required:

* A minimum of five years’ experience in office management, professional writing, and communications activities (using new and traditional forms of media), preferably in a large public sector or corporate setting, is required.
* Budget forecasting, tracking, reporting and support for planning processes.
* Excellent marketing writing and verbal communication skills.
* Demonstrated knowledge and experience in marketing and understanding of target audiences. Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others.
* Interest and appetite for the latest developments in marketing and social media as well as experience in integrating social media strategies.
* Outstanding strategic, creative, and conceptual writing and editing skills for various media.
* Recognizable and consistent social media presence as well as interest and expertise in new media technologies.
* Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
* Well-honed issues management skills and ability to manage confidential information and display sensitivity during difficult situations.
* Ability to manage diverse projects and shifting priorities within tight timelines.
* Conversant with new media technologies, social media, photography, and videography.
* Excellent sense of judgement, initiative, tact, diplomacy, and discretion.
* Dedication to customer service and a student-centred environment.
* Ability to work with constructive feedback and take direction.
* Knowledge of the Ontario secondary and post-secondary system environments, trends and needs.
* An understanding of complex stakeholder groups and diverse audiences.
* Experience in proof-reading, editing and in managing publication projects.
* Excellent computing skills (Microsoft Office, Word, Excel, Project Management, email, internet, web content management, PowerPoint, etc.).
* Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others.
* Supervisory responsibility is not a job requirement. The job may provide guidance by helping new people to adapt to the work environment or orienting others to work processes and methods on an ad hoc basis.