**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Student Life Information Coordinator (Trent University Durham)

**Job Number:**  A-310

**NOC:** 1123

**Band:**  7

**Department:**  Student Affairs – Durham campus

**Supervisor Title:** Director, Student Affairs

**Last Reviewed:** December 15, 2015

**Job Purpose**

Reporting to the Director, Student Affairs at Trent University Durham, and working closely with the Manager, Communications and Manager, Digital Marketing in the Marketing & Communications Office, the half-time Student Life Information Coordinator (SLIC) is responsible for the consistent and creative delivery of all communications to students, internal audiences, and other stakeholders at the Durham campus.

With a view to timely delivery of relevant information through multiple communication channels toward greater current student retention, the SLIC manages workflow and project timelines to deliver print and digital material in a timely fashion; seeks new opportunities to story tell, contextualize and provide voice to the student experience; facilitates the development of training documents and manuals for student staff and volunteers in the areas of social media, graphic design, photography and videography, blogging and vlogging, and communications; and is responsible for the day-to-day supervision of the Student Life Media Team and management of assigned projects.

**Key Activities**

1. **Communication Strategy (40%):**
   1. Responsible for the Durham Campus social media channels, student and parent e-newsletters, print campaigns, campus digital displays, student blogs, Student Affairs – Durham webpages, and other digital media campaigns.
   2. Using various assessment tools, analyzes the success in reaching key stakeholders.
   3. Works with departments, programs, and groups across the University to coordinate all communications for Durham campus students.
   4. Facilitates writing, editing and production of various media for print and digital campaigns.
   5. Researches and stays apprised of new communication channels and measurement.
   6. Supports central Marketing & Communications staff with planning for emergency communications specific to the Durham campus.
2. **Student Supervision (20%):**
   1. Oversees the recruitment, hiring, performance management and development of the Student Life Media Team, both student staff and volunteers, so that their full potential is actualized and their knowledge and skills are continually updated.
   2. Assesses training needs and participates in the development of specific plans in consultation with other managers and staff.
   3. Establishes models to evaluate all student staff and volunteers, using performance indicators.
   4. Seeks out opportunities to enhance diversity, equity and inclusion
3. **Partnerships (20%):**
   1. Works with and maintains connections to groups, units, departments, and committees who have accountability and/or mandate for marketing and communications to Durham students.
   2. Assists divisional units in making sure all communications and marketing channels are accessible to a diverse community.
   3. Provides guidance to divisional units about best practices and strategies in the area of communication and marketing.
   4. Liaises with various departments to ensure consistency with institutional messaging, procedures, and design.
4. **Departmental Communication (10%):**
   1. Coordinates timely and effective internal and external communications and marketing for the Department of Student Affairs - Durham
   2. Creates and coordinates internal marketing and communications plan to inform staff and faculty of Durham Student Affairs initiatives and priorities.
   3. Facilitates writing, editing and production of Student Affairs projects including annual reports, digital media, and print material.
5. **Sponsorships (10%):**
   1. Working closely with External Relations & Advancement, develop and implement an overall Student Affairs sponsorship strategy for the Durham campus.
   2. Working closely with internal groups, units, departments, and committees, research and develop potential sponsorship opportunities for various student events and programs on the Durham campus.
   3. Create relationships with potential sponsors through telephone, electronic and written communication, and face-to-face meetings to reach and exceed sponsorship targets.

**Education**

1. Honours Bachelor’s degree in relevant program, such as communications, public administration, higher education, or related discipline.
2. Master’s Degree in related field preferred

**Experience Required**

1. Three to five years of professional marketing and/or communication experience with a demonstrated proficiency in working with communication channels including writing/editing, public speaking, design and branding, digital media (web, social media, video) and printed material.
2. Experience above includes up to one year of supervisory or lead hand experience working with a creative team.
3. Experience assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards.
4. Familiarity with principles of marketing, fundraising, and sponsorship as a means of revenue generation to support existing programs and create new initiatives.
5. Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
6. Dedication to customer service and a student-centered environment, and a demonstrable commitment to promoting and enhancing diversity.
7. Experience in a higher education environment with knowledge of Student Affairs, student development and relevant issues in the field
8. Knowledge of web and print accessibility and how it relates to communication

**Responsibility for the Work of Others**

*Indicate whether the incumbent is directly or indirectly responsible for the work of others. Provide the title of the position(s) as well as an example of how the incumbent is responsible for the work of others on a daily basis. Specifically, indicate whether the position has responsibility for hiring and supervision of student workers.*

Direct Responsibility

Student Employees

Volunteers