**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Social MediaInformation Coordinator 0.5 (Trent University Durham)

**Job Number:**  A-317

**NOC:** 1123

**Band:**  7

**Department:**  Trent University Durham

**Supervisor Title:** Manager, Communications & Community Relations

**Last Reviewed:** July 15, 2016

**Job Purpose**

Reporting to the Manager Communications & Community Relations at Trent University Durham, and working closely with the Marketing & Communications Office, the half-time Social Media Information Coordinator is responsible for the consistent and creative delivery of all communications to external audiences including potential students, external stakeholders, community members, staff, faculty and partners in education, primarily through Trent University Durham’s social media channels, as well as web and other digital communications platforms.

With a view to timely delivery of relevant information through multiple communication channels toward greater student recruitment, and supporting the strategic direction and reputation of the University, the Social Media Information Coordinator 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 recruitment experience and differentiating factors of the Trent University Durham experience; and facilitates the development of training documents and manuals for faculty, staff and volunteers in the areas of social media, graphic design, photography and videography, blogging and vlogging, and communications.

**Key Activities**

1. **Communication Strategy (50%):**
   1. Under the direction of the Manager, Communications & Community Relations, responsible for the management of the Durham Campus social media channels, e-newsletters, print campaigns, digital media campaigns, blogs, Durham webpages, and other digital media campaigns. Works closely with the Student Life Information Coordinator,
   2. Using various assessment tools, analyzes the success in reaching key stakeholders.
   3. Works with departments, academic programs, and groups across the University to coordinate all communications for Durham campus.
   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 communications specific to the Durham campus.
2. **Partnerships/Community Outreach (20%):**
   1. Works with and maintains connections to groups, units, departments, and committees who have accountability and/or mandate for marketing and communications to potential Durham students.
   2. Assists units in making sure all communications and marketing channels are accessible to a diverse community.
   3. Provides guidance to 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.
3. **Trent University Durham Communication (10%):**
   1. Coordinates timely and effective internal and external communications and marketing for the academic programs at Trent Durham
   2. Creates and coordinates internal marketing and communications plan to inform staff and faculty of Durham academic initiatives and priorities.
   3. Assists Manager Communications and Community Relations with writing, editing and production of viewbook and other projects including annual reports, digital media, and print material.
4. **Community Relations - Sponsorships (10%):**
   1. Working closely with the Marketing & Communications Office, develop and implement an overall social media strategy for the Durham campus.
   2. Working closely with internal groups, units, departments, and committees, research and develop potential opportunities for various programs on the Durham campus.
   3. Create relationships with potential sponsors through telephone, electronic and written communication, and face-to-face meetings to reach the broader Durham community.
5. **Other (10%)**
   1. Attends Ontario University Fair, Open houses, and other recruitment events as required
   2. Acts as official social media voice at various campus events

**Education**

1. Honours Bachelor’s degree in relevant program, such as communications, public administration, or marketing.

**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 assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards.
3. Familiarity with principles of marketing, fundraising, and sponsorship.
4. Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
5. Dedication to customer service and a student-centered environment, and a demonstrable commitment to promoting and enhancing diversity.
6. Experience in a higher education environment with knowledge of Student Affairs, student development and relevant issues in the field
7. Knowledge of web and print accessibility and how it relates to communication

**Responsibility for the Work of Others**

Direct Responsibility

N/A

Indirect Responsibility

N/A