OPSEU Job Description

Job Title: **Marketing and Events Coordinator**Job Number: **A-340**
NOC: **1123**
Band: **8**
Department: **Trent University Durham**Supervisor Title: **Manager, Student Affairs &
 Manager, Communications & Community Relations**
Last Reviewed: **October 11, 2017**

## Job Purpose

Reporting to the Manager Student Affairs and the Manager Communications & Community Relations at Trent University Durham GTA, and working closely with the Marketing & Communications office, the Marketing and Events Coordinator is responsible for the consistent and creative delivery of communications to internal and external audiences including potential and current students, University stakeholders, alumni, staff, faculty and partners in education, while adhering to the relevant university policies and procedures.

With a view to timely delivery of relevant information through multiple communication channels toward greater student recruitment, retention and supporting the strategic direction and reputation of the University, the Marketing and Events Coordinator manages workflow and project timelines to deliver print and digital material in a timely fashion; monitors and creates content for the Trent University Durham GTA social media channels; seeks new opportunities to story tell, contextualizes and provides voice to the student experience; is responsible for the day-to-day supervision of the Student Creative Team and oversight of assigned projects to that team.

The Marketing and Events Coordinator will also lead the events that take place at the Durham GTA Campus, including planning, facilitation and execution of all “non-Trent” external events and some Trent events that take place on campus.

## Key Activities

### Communications;

1. Under the direction of the Manager of Communications and Community Relations and the Manager of Student Affairs, prepare written materials directed at both internal and external audiences, consistent with the University's mission, vision and strategic directions and objectives. Materials include, but are not limited to: academic program web content and brochures, viewbook, banners, posters, advertisements, all digital media, web news stories (including photography and videography), and news releases.
2. Using various assessment tools, analyzes the success in reaching key stakeholders through various communications channels.
3. Under the direction of the Manager, Communications and Community Relations, works with departments, academic programs, and groups across the University to coordinate communications for Durham campus.
4. Research best practices, trends, new digital strategies in using both new and traditional forms of communication to effectively engage with the University’s key target audiences, including prospective and current students.
5. Assist with strategic development of University’s various social media channels and content related to recruiting new students.
6. Maintain discretion and confidentiality concerning files and sensitive issues, attending meetings, interviews to support the Manager, Communications and Community Relations.
7. Supports the Manager, Communications and Community Relations in emergency communications as required (school closures, etc.).
8. Assist internal departments with the creation of marketing materials to be used online and in print (posters, post-cards, info sheets, social media postings, etc.).
9. Update the Trent University Durham GTA website, MyTrent portal, and digital road sign as required.

### Events;

1. Take a lead on the planning, coordinating and executing external events held at the Trent University Durham GTA campus. Work with external clients, meeting their needs and coordinating with University stakeholders to ensure that all external events are overseen and staffed appropriately.
2. Coordinate or assist with internal events, such as grad dinner, convocation, alumni events and public lectures.
3. Assist with event bookings and communicate with all stakeholders to ensure facilities are prepared appropriately.
4. Manage the payment process, including negotiation of rates (for-profit vs. not-for profit) and payment deposits for each external event.
5. Create and maintain an external events webpage, hosted on the Trent University Durham GTA website, to include all relevant information for the external event booking process and policies.
6. Proactively markets the Trent University Durham GTA facility as an external event space to the Durham Region community. Develop marketing materials and strategy to seek out future clients and build out a consistent clientele.
7. Posts event information to University events calendar and maintains internal events calendar.
8. Create event checklist and risk management instructions to share with partners and organizations renting space on campus.

### Student Supervision;

1. Coordinates the recruitment, hiring, performance management and development of both student staff and volunteers for the Student Creative Team, working to ensure that their full potential is actualized and their knowledge and skills are continually enhanced.
2. Under the direction of the managers, assesses training needs for student staff.
3. Seeks out opportunities to enhance diversity, equality and inclusion amongst the student staff.

### Other;

1. Attends Ontario University Fair, Open houses, and other events as required.
2. Other duties as assigned.
3. Occasional weekend and evening work may be required.

## Education

Honours Bachelor’s degree in relevant program, such as communications, public relations, or marketing; or Honours Degree with a post-graduate certificate or Master’s degree in relevant program.

## Experience Required

* At least two years of professional marketing and/or communications 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.
* Excellent writing and verbal communications skills.
* Experience working with a creative team.
* Experience assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards.
* Proficiency with computer systems and digital communications platforms, including word processing, online email marketing programs, spreadsheets, data sheets, web content management systems, Internet and digital media software.
* Working knowledge of Adobe Photoshop and InDesign, Facebook, Twitter, Snapchat, Instagram, and Hootsuite.
* Ability to manage diverse projects and shifting priorities within tight timelines.
* Ability to work with constructive feedback and take direction.
* Demonstrated ability to use appropriate judgement, initiative, tact, diplomacy and discretion.
* Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
* Dedication to customer service and a student-centered environment, and a demonstrable commitment to promoting and enhancing diversity.
* Knowledge of web and print accessibility and how it relates to communications.

## Responsibility for the Work of Others

* Oversees the work of the Student Creative Team within the Student Affairs office.