**Department of Human Resources**

**EXEMPT Job Description**

**Job Title:** Communications and External Events Officer (Trent University Durham)

**Job Number:**  X-343

**NOC:** 1123

**Band:**  5

**Department:**  Trent University Durham

**Supervisor Title:** Jointly shared between Manager, Student Affairs   
 Manager, Communications & Community Relations

**Last Reviewed:** May 10, 2017

**Job Purpose**

Jointly 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 Communications &External 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, with a focus on managing and maintaining Trent’s reputation.

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 Communications and External Events Coordinator manages workflow and project timelines to deliver print and digital material in a timely fashion; 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 management of assigned projects to that team.

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

**Key Activities**

1. **Communication Strategy (50%):**

* Prepare written materials directed at both internal and external audiences, consistent with the University's mission, vision and strategic directions, enrollment (recruitment and retention) and objectives set by the Manager of Communications and Community Relations and in consultation with the Head Trent University Durham and Marketing & Communications and Recruitment & Admissions Office. 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.
* Using various assessment tools, analyzes the success in reaching key stakeholders through various communications channels
* Works with departments, academic programs, and groups across the University to coordinate all communications for Durham campus.
* 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;
* Assist with strategic development of University’s various social media channels and content related to recruiting new students;
* Supports central Marketing & Communications staff with planning for communications specific to the Durham campus.
* Posts event information to University events calendar and maintains internal events calendar.
* Acts as backup to the Manager, Communications and Community Relations for confidential administrative messaging and communications plans for approval.
* Maintain discretion and confidentiality with regards to files and sensitive issues, attending meetings, interview administration to support the Manager, Communications and Community Relations.
* Supports the Manager, Communications and Community Relations in emergency communications as required (school closures, etc.)

1. **External Events (20%):**

* Takes a lead on the planning, coordinating and execution of external events held at the Trent University Durham-GTA campus. Manages external clients, meeting their needs and coordinating with University stakeholders to ensure that all external events are managed and staffed appropriately.
* Manage the payment process, including negotiation of rates (for-profit vs. not-for profit) and payment deposits for each external event.
* Develops and maintains 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.
* 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.

1. **Student Supervision (10%)**

* Oversees 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.
* In consultation with Student Affairs staff, assesses training needs for student staff and participates in the development of specific growth plans.
* Establishes task evaluation models for all student staff and volunteers using performance indicators.
* Seeks out opportunities to enhance diversity, equality and inclusion amongst the student staff.

1. **Other (10%)**
   1. Attends Ontario University Fair, Open houses, and other recruitment events as required.
   2. Assists with other major campus event planning, including convocation, graduation dinner and orientation.

**Education**

* Honours Bachelor’s degree in relevant program, such as communications, public administration, or marketing, or Honour’s Degree with a post-graduate certificate or Master’s degree in relevant program

**Experience Required**

* Three to five 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 up to one year working with a creative team.
* Experience assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards.
* 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 communication
* Proficiency with computer systems and digital communications platforms, including word processing, online e-mail marketing programs, spreadsheets, data sheets, web content management systems, internet and email.

**Responsibility for the Work of Others**

Direct Responsibility

Is the supervisor for the Student Creative Team within the Student Affairs office.