**Department of Human Resources**

**Exempt Job Description**

**Job Title:** Marketing & Communications Officer

(Graduate Studies)

**Job Number:** X-374

**NOC:** 0124

**Band:** 5

**Department:** Marketing & Communications

**Supervisor Title:** Manager, Communications

**Last Reviewed:** January 30, 2020

**Job Purpose:**

The School of Graduate Studies at Trent University is experiencing impressive growth in both reputation and programs across our two campuses in Peterborough and Durham GTA. Reporting to the Manager of Communications, and working closely with the Manager, School of Graduate Studies, the Marketing & Communications Officer (Graduate Studies) is responsible for the consistent and creative delivery of strategic marketing and communications material related to student recruitment and retention within the School of Graduate Studies. Emphasizing innovation in marketing, this position supports the Manager of Communications in overseeing the planning, development and implementation of communications supporting the School of Graduate Studies, the Trent brand, reputation, and strategic enrolment management goals of the University. Working with a high calibre team of marketing and brand journalism experts, and representatives from all graduate programs and departments, this position coordinates, writes and produces communications materials for external and internal audiences, serves as the marketing contact for the School of Graduate Studies, provides support to the Communications Office, and is a key member of the University’s Integrated Communications Committee.

**Key Activities:**

*Marketing & Communications*

* With Manager, Communications collaborates on development and implementation of a strategic Grad Studies marketing and communications strategy within a brand journalism approach to an array of target audiences, emphasizing current and prospective students and applicants;
* Under the direction of the Manager, Communications, meets with academic and administrative department heads across both campuses to effectively and strategically coordinate communications for the School of Graduate Studies, including identifying expertise, faculty, student and alumni successes, opportunities for commentary on topical issues and features and profiles – to activate use in media relations and marketing/communications materials;
* Plans, writes and edits high-quality and accurate materials for all mediums directed at both internal and external audiences, consistent with the objectives set by the Marketing & Communications and the School of Graduate Studies. Multimedia and collateral materials include, but are not limited to: web material, online marketing, eCommunications for prospects and students, brochures and publications, interactive presentations, video, and media materials;
* Enhances strategic communications for the School of Graduate Studies toward building reputation, awareness and enrolment through meetings and working relationships with team members across Graduate Studies;
* Drives innovation by researching best practices, marketing trends and new digital strategies, exploring creative ways to integrate written and digital content;
* Sources and contributes Graduate Studies news, initiatives and profiles for the Trent website and other platforms, including news releases, op-eds, and media opportunities;
* Under Manager, works with Human Resources and Graduate Studies on appropriate messaging related to Graduate Teaching Assistantship assignments and employment opportunities for graduate students;
* Drafts advertising and marketing material concepts and copy for review by internal clients and approval by Manager, Communications;
* Assists with strategic development of University’s various social media channels and content related to graduate studies; contribute graduate studies content to social media channels; explores options and assess effectiveness for creation of graduate studies social media accounts
* Monitors and maintains fresh, relevant content on the Graduate Studies website;
* Assists with digital and other photography/video/podcasts/webinars to support marketing, communications, recruitment and admissions materials and initiatives for Graduate Studies;
* Meets targets for marketing metrics and assist in measuring recruitment marketing initiatives for key performance indicators and planning;
* Liaises with suppliers (designers, printers) to produce high quality materials and ensure deadlines are met;
* Acts as back-up to Communications & Media Relations Officers and Manager, Communications on emergency communications, including issues management
* Acts on strategies for crisis/emergency communications as required, including emergency response, human resources and issues management
* Accesses confidential and sensitive information, related to board governance, budgets, human resources, for backgrounders, speaking points, communications plans, etc.
* Maintains discretion and confidentiality with regard to files and sensitive issues, supporting the Manager of Communications on communication plans and materials;
* Develops briefing materials, backgrounders, speaking points for senior administration and faculty on media requests and confidential issues as required
* Acts as key member and contributor to University-wide Integrated Communications Committee, contributing to pan University communications strategy and planning.
* Other duties as assigned.

**Education**

Bachelor’s degree (B.A. or B.Sc.) is required, preferably in Marketing, Communications, Public Relations, Journalism, Media Studies, or related field. A postgraduate degree is considered an asset.

**Experience Required**

* Minimum three years of professional marketing and/or communications experience
* Excellent written and verbal communications skills
* Considerable knowledge and experience with writing and marketing techniques to communicate effectively to a variety of audiences
* Experience assessing communication needs in order to develop strategies for implementation, including working within brand guidelines and standards
* Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others
* Excellent organizational and planning skills to manage diverse projects and shifting priorities within tight timelines
* Proficiency with computer systems and digital/new media communications platforms, including online email marketing programs, spreadsheets, web content management systems, social media, and Internet
* Self-motivated and responsible with mature attitude and professional demeanour
* Demonstrated ability to use appropriate judgement, initiative, tact, diplomacy and discretion
* Ability to take direction and work with constructive feedback
* High degree of enthusiasm and customer service orientation
* Proven project management skills
* Conversant with new media technologies, social media, photography and videography
* Ability to work both collaboratively with a team members and independently
* Knowledge of the Ontario post-secondary sector, graduate studies programs, system environments, trends and needs considered an asset