**Department of Human Resources**

**Exempt Job Description**

**Job Title:** Communications and Enrolment Associate

**Job Number:** X-385

**Band:** 5

**NOC:** 1221

**Department:** Marketing & Communications

**Supervisor Title:** Vice President, Communications & Enrolment

**Last Reviewed:**  August 31, 2020

**Job Purpose**

Reporting to the Vice President Communications & Enrolment , the Communications and Enrolment Associate is a key member of the Communications and Enrolment portfolio, encompassing Marketing & Communications, Recruitment & Admissions, and the Colleges, which is responsible for University recruitment and enrolment as well as managing Trent’s reputation. Emphasizing office management, budgeting, and innovation in marketing and communications, this position supports the Vice President Communications & Enrolment and the entire management team across the portfolio in the planning, development and implementation of communications supporting the Trent brand, public profile and overall strategic enrolment management goals of the University. Working with senior representatives from all University departments and programs, this position helps to unify planning, budgeting and strategic documents, while providing support and back-up for the Manager of Communications and Communications Officers on issues management, media relations, confidential administrative messaging, and crisis/emergency communications. This position also provides general administrative support to the Vice President, Communication & Enrolment and the portfolio.

**Key Activities**

***Office Management and Administrative Support***

1. Ensure coordination of all aspects of the portfolio’s key budgets, documents and processes.
2. Act as frontline support to college principals and managers to ensure timely responses to portfolio priorities.
3. Maintain confidentiality with regard to files and sensitive issues, supporting the VP on communication plans and materials.
4. Liaise with suppliers (e.g. freelancers, printers, sign companies, designers) to ensure deadlines are met.
5. Draft briefing and speaking notes, letters, bulletins, articles and news releases for VP.
6. Post material to portal and produce mass email communications to University community and targeted audiences.
7. Assist with social media content and updates.
8. Provide support to VP for press conferences, emergency planning and response, University and community events.
9. Provide back up support for distribution logistics related to print and e-newsletters.
10. Other duties as assigned.

***Administrative & General Support***

1. Attend and provide administrative support to portfolio and management meetings, special committees and ad hoc working groups as well as Strategic Enrolment Management (SEM) meetings, record action items and assist VP with tracking and follow-up.
2. Provide unified budget summaries for the entire portfolio, tracking all Marketing & Recruitment portfolio expenditures.
3. Work with managers to summarize tracking and reconciliation key performance indicators, media buys. File copies of placed content/ads.
4. Update all aspects of the University Reputation Tracking document and provide executive summaries for VP and committee presentations.
5. Prepare and issue purchase orders, ensure invoices are correct and process for payment. Record and update budget. Provide quarterly reconciliations of actual to planned expenditures.
6. Manage materials library, electronic and hard copy department files.
7. Handle inquiries to the VP from senior administration and departments, delegate and track with appropriate colleagues across the portfolio.
8. Keep VP schedule and confidential email using discretion to sort, respond and delegate. provide meeting preparation for VP
9. Provide approval and track portfolio attendance records.

### ***Strategic Communications & Recruitment Marketing***

1. Oversee planning and implementation of communications strategy for a brand journalism approach to current and prospective students and applicants including print and electronic contact pieces at key stages of the recruitment cycle;
2. Lead development of a social media strategy with focus on recruitment communications (e.g. Instagram) keeping Trent relevant and innovative in growing areas; develop tracking and measurement to evaluate success and adapt plans as needed;
3. Plan, write, oversee writers / designers and edit high-quality and accurate materials for all mediums directed at both internal and external audiences, consistent with the University's mission, vision and strategic directions, enrolment (recruitment and retention) and objectives set by the Marketing, Communication and Enrolment Office, and with an eye to increasing the public profile of the University. Materials include, but are not limited to: web material, online marketing, social media, brochures and publications, briefing and background documents, articles, interactive presentations, video and press/media materials.;
4. Act as University agent for broadcasting the Trent story to future students through innovative new media approaches
5. Explore and implement creative ways to integrate written content with digital content, including video;
6. Develop innovative products and materials (print and electronic) that provide an opportunity for the University to promote its researchers, faculty, students and staff;
7. Coordinate suppliers on multiple projects, overseeing publications and projects from concept to completion;
8. Drive innovation by researching best practices, marketing 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;
9. Assist with strategic development of University’s various social media channels and content related to recruiting new students;
10. Produce quality of content and effective delivery of Trent stories through a robust contribution to the publications plan and e-delivery strategy leveraging University events and success stories.
11. Assist VP and Managers in articulating targets for enrolment and marketing metrics and assist in measuring recruitment marketing initiatives for key performance indicators and planning;

### ***Marketing & Communications***

1. Meet with internal University clients, recording marketing and communications objectives and drafting appropriate marketing and communications plans for approval;
2. Draft advertising and marketing material concepts and copy for review by internal clients and approval of Manager, Communications;
3. Assist with digital and other photography/video/podcasts to support marketing, communications, recruitment and admissions materials and initiatives
4. Coordinate and liaise with designers, producers, photographers/videographers, and other marketing, communications and creative suppliers to facilitate timely delivery of marketing material for various campaigns, announcements, initiatives and events;
5. Participate in team meetings and brainstorming sessions identifying marketing opportunities and new approaches to positively position Trent University in building reputation, awareness and enrollment;
6. Provide a high level of general writing and project management support to Manager, Communications
7. Provide support and back-up as required to other communications and marketing functions related to project management, writing and editing both for print and online, social media, internal communications and other administrative duties
8. Assistance with digital and other photography/video to support marketing, communications, recruitment and admissions materials and initiatives
9. Liaise with designers, producers, photographers/videographers, and other marketing, communications and creative suppliers and contractors to facilitate timely delivery of marketing material for various campaigns, announcements, initiatives and events;
10. Participate in team meetings and brainstorming sessions identifying marketing opportunities and new approaches to positively position Trent University in building reputation, awareness and enrolment;
11. Provide a high level of general writing and project management support to Manager, Communications including speeches, speaking notes, preparation for interviews, etc

### ***Media Relations***

1. Act as back-up and support to Manager, Communications and Communications & Media Relations Officers
2. Respond to media calls and inquiries and prepare detailed reports on media issues with the potential for impact on University reputation for the Manager, Communications
3. Prepare and update key messaging for issues arising, news releases, backgrounders, fact sheets, bios; create and support related internal communication strategies; craft backgrounders, presentations, briefing notes, and proposals.
4. Meet with senior administration, academic and administrative department heads to effectively and strategically identify expertise, faculty, student and alumni successes, opportunities for commentary on topical issues, features and profiles – and activate use in media relations and marketing/communications materials
5. Work with the Marketing & Communications digital team to contribute to a University-wide Social Media Plan with clear strategies for making connections with media
6. Provide back-up and support on media monitoring and tracking

### ***Emergency Operations & Issues Management***

1. Act as back up to the Manager, Communications, Communications & Media Relations Officers, Manager, Digital Marketing and support VP, Communication and Enrolment on issues management, emergency communications and Emergency Operations Committee
2. Act on strategies for crisis/emergency communications as required, including emergency response, campus closures, issues management, including collective bargaining and potential labour disputes
3. Access and synthesize confidential and sensitive information, related to board governance, budgets, human resources, for backgrounders, speaking points, communications plans, etc.
4. Maintain discretion and confidentiality with regard to files and sensitive issues, attend meetings, interviewing senior administrators to support the Manager of Communications on communication plans and materials;
5. Develop briefing materials, backgrounders, speaking points for senior administration on media requests and confidential issues as required

***Communications & Enrolment, Research and Outreach***

1. Together with the VP, meet with deans, program heads and departments, recording enrolment, marketing and recruitment objectives and draft appropriate marketing and enrolment plans .
2. Draft communications and enrolment strategies, concepts and copy for review by senior administration, internal departments and approval of VP.
3. Assist VP to liaise with contractors, suppliers, on special projects for various campaigns, announcements, initiatives and events.
4. Track all invoices, issuing purchase orders and ensuring regular updates on budget are available for VP and management teams’ review.
5. Plan reputation publications, write, edit, proofread and coordinate suppliers from concept to completion.
6. Review, revise and release written and production material for publication online/digital, in advertising, promotional material, in print and media.
7. Provide media relations support, preparation and notes.
8. Participate in team meetings and brainstorming sessions identifying marketing and recruitment opportunities and new approaches to positively position Trent University in building reputation, enrolment and awareness.
9. Provide a high level of general writing support to the VP

* Other duties as assigned.

## **Education**

Bachelor’s degree (Honours) in Marketing, Communications, Journalism, Media Studies or related field with post-graduate diploma or specialization in any one of these areas is required.

## **Experience Required**

* A minimum of five years’ experience in office management, professional writing and communications activities (using new and traditional forms of media), preferably in a large public sector or corporate setting, is required.
* Budget forecasting, tracking, reporting and support for planning processes
* Excellent marketing writing and verbal communication skills;
* Demonstrated knowledge and experience in marketing and understanding of target audiences;
* Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others;
* Interest and appetite for the latest developments in marketing and social media as well as experience in integrating social media strategies.
* Outstanding strategic, creative, and conceptual writing and editing skills for various media
* Recognizable and consistent social media presence as well as interest and expertise in new media technologies.
* Exemplary interpersonal, communications, conflict resolution skills with abilities to build bridges between complex stakeholder groups and individuals.
* Well-honed issues management skills and ability to manage confidential information and display sensitivity during difficult situations.
* Ability to manage diverse projects and shifting priorities within tight timelines;
* Conversant with new media technologies, social media, photography and videography;
* Excellent sense of judgement, initiative, tact, diplomacy and discretion;
* Dedication to customer service and a student-centred environment.
* Ability to work with constructive feedback and take direction;
* Knowledge of the Ontario secondary and post-secondary system environments, trends and needs;
* An understanding of complex stakeholder groups and diverse audiences;
* Experience in proof-reading, editing and in managing publication projects;
* Excellent computing skills (Microsoft Office, Word, Excel, Project Management, email, internet, web content management, PowerPoint, etc.)
* Superior interpersonal strengths, conceptual skills, the ability to collaborate creatively and consult with others
* Supervisory responsibility is not a job requirement. The job may provide guidance by helping new people to adapt to the work environment or orienting others to work processes and methods on an ad hoc basis.