



Marketing and Communications Strategist

Continuing Education and Contract Training VP Partnerships

Job Posting: U18-022R **Closing Date:** April 23, 2018
Position Type: Full-time Regular **Location:** Lansdowne/Interurban Campus
Start Date: ASAP
Schedule: Monday - Friday; 8:30 am - 4:30 pm (35 hrs/week)
Salary: Pay Grade 13; \$28.53 to \$30.65 per hour

New

Note(s): This position is with Continuing Education and Contract Training (CE/CT) and will support and assist on related CE/CT portfolios, marketing and communication projects.

This is a repost of U18-022. Previous applicants need not reapply.

Applications for this posting will be accepted from current employees and the general public who meet the minimum qualifications of the job. Regular employees as defined in the CUPE Collective Agreement shall be considered prior to all others.

GENERAL STATEMENT

With minimal supervision, the Marketing and Communications Strategist is responsible for initiating and performing a variety of tasks in support of the marketing and communication functions that support the College's reputation, recruitment, and revenue goals.

As an integral member of the marketing team in a highly energetic and creative environment, this position is responsible for developing and implementing strategies and action plans in support of marketing the College and building relations with internal and external stakeholders.

Working closely with faculty, staff, students, and administrators across the College and most closely with a portfolio of schools/ departments/ functions, the position performs a wide range of marketing and communications-related duties associated with publications (print and electronic), advertising, recruitment, liaison, media relations, promotions, special events, issues management, and team coordination. Typical duties vary according to the needs of each portfolio, available resources, and the strategic marketing and communication direction of the College, and are drawn from the following list:

TYPICAL DUTIES

- Marketing planning—annually develop strategic plans and actions for marketing the portfolio of schools/ departments/ functions within an overall strategic framework for College-wide marketing; including research, promotions, media relations, communications, and success assessment;
- Communications planning—annually develop strategic plans and actions for communicating College and portfolio issues to internal and external stakeholders; including advocacy work, issues management, and crisis communications;
- Media relations—respond to media inquiries; develop and coordinate the implementation of strategies and actions that result in increased awareness of and support for the College and portfolio of schools/ departments/ functions;

- Promotions—research, write, edit, and produce publications for internal and external audiences; provide editorial and/ or financial management on publications including those with revenue-generating requirements; develop and coordinate advertising and media buy strategies;
- Electronic marketing—work with the Web Coordinator; develop strategies and products to favourably position the College through electronic media;
- Recruitment Activities—in support of a College recruitment strategy, support and participate in the College’s signature recruitment event (currently Open House); coordinate the College’s participation in career and education fairs; support and participate in coordinated high school liaison activities;
- Performs other related duties similar in scope and complexity.

QUALIFICATIONS

Bachelor degree in arts, science, journalism, marketing or public relations; or equivalent combination of education and experience. Five years of progressive experience in a marketing/ communications-related position. Demonstrated ability to display initiative, work independently, and positively lead and contribute to a team. Excellent verbal and written communication skills with a demonstrated ability to research, edit, and write to the best practice standard for various media, including print, online, radio, and new media. Demonstrated ability to develop positive relations and work efficiently with external and internal stakeholders. Demonstrated ability to think and plan strategically, to be multi-task oriented, highly organized, and to work on a number of projects at once. Strong project-management skills, as evidenced by successful plan development and execution of promotional projects such as photo shoots, video productions, and special events. Demonstrated understanding of graphic design sensibilities with respect to print and electronic publication layout and image choice. Proficiency with Microsoft Office suite required, as is a Class 5 BC driver’s license

All interested candidates are encouraged to apply; to be considered for employment, applicants must meet the qualifications of the position and be eligible to work in Canada.

Apply online at www.camosun.ca/careers. We would like to thank everyone in advance for applying as only those selected for an interview will be contacted.

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