



Employment Opportunity: Promotions & Public Relations Coordinator

Position Title: Promotions & Public Relations Coordinator

Position Type: Full-time

Compensation: Starting Wage \$44,000.00 (union grid)

Reports To: Operations Manager

Start Date: January 2019

Unionized: OPSEU Local 557

Position Overview:

Your primary role will be developing strategies, tactics and promotional plans to get the word out about our services, campaigns and events. The desired result of this position is that students are informed about the value of the Student Association. This position is responsible for providing technical expertise and for the planning, implementing and monitoring of promotion strategies in support of the organization. You will run successful promotions campaigns and own their implementation from ideation to execution experimenting with a variety of channels to achieve success and support our different programs and services. You will oversee a team of students who will support the promotion of the organization.

Required Skills & Experience:

- A degree or diploma in a related field and/or relevant experience
- You are proficient in WordPress or have comparable experience
- Proficient at managing all social media platforms (Facebook, Instagram, Twitter)
- Two years' experience managing social media and promotions for an organization
- Understanding of the Post-Secondary market
- Ability to Measure and report performance of promotional campaigns, gain insight and assess against goals
- Demonstrated understanding of diversity and equity issues
- Excellent communication skills, both written and verbal
- Solid knowledge of website analytical tools (e.g., Google Analytics)
- Experience in setting up and optimizing Google Adwords campaigns
- An outgoing personality
- A sense of aesthetics and a love for great copy and witty communication
- The ability to work effectively in a team environment
- The ability to take initiative and to work independently
- The ability to multitask
- Ability to work in multiple locations

HOW TO APPLY:

Interested and qualified applicants can submit their cover letter and resume to humanresources@sagbc.ca subject line:<Insert your name>: Promotions and Public Relations Coordinator by: January 6, 2019, 5:00PM.

Mission Statement

We are the Students of George Brown College, committed to supporting each other in the struggle for student rights, the pursuit of quality education and the provision of services in a safe, accessible and equitable environment.

Commitment to Equity

The Student Association is an equal opportunity employer and welcomes candidates from among those groups of individuals that are traditionally underrepresented to apply.