



## Student Association of George Brown College External Job Posting

**Position Title:** Senior Communications and Marketing Coordinator

**Position Type:** Full-time

**Compensation:** Starting Wage \$53,000 annum (union grid)

**Reports To:** Operations Manager

**Unionized/ Non-unionized:**

OPSEU Local 557

**Deadline:** Open until filled

### Position Overview:

The senior communication and marketing coordinator will serve as the key contact and coordinator to manage SAGBC social media accounts & on-campus marketing efforts. The position will be responsible for fostering SAGBC's digital presence, bringing students together through social issues and socialization, growing communities online and on-campus, growing the student movement reach, bring the GBC community to life.

You will be responsible for developing advertising & promotional campaigns for SA services & spaces and maximizing organization revenues. The position will manage SAGBC's image & brand in a cohesive way to achieve SAGBC's marketing goals. As a senior communication and marketing Coordinator, SAGBC expects you to be up-to-date with the latest digital technologies and social media trends. The Senior Coordinator should have excellent communication skills and be able to express SAGBC's brand, image, views, values, mission, and voice accurately and creatively.

As a progressive-minded individual, you value diversity and are educated on issues of student rights and accessible education, oppression, and power. You treat and communicate respectfully with all stakeholders.

### Duties and Responsibilities (will include but not limited to):

#### Social Media Management

- Performing research on current benchmark trends and audience preferences
- Designing and implementing social media and marketing strategy to align with SAGBC goals.
- Setting specific social media and marketing objectives, KPIs, and reporting on ROI
- Responsible for growing the presence of the SAGBC across all online marketing/ social media platforms by expanding social post reach and attracting new followers.
- Responsible for conceptualizing and creating social media and online marketing content (stories, photos, and posts) for the SAGBC social media platforms
- Provide education and direction to all program departments in developing strategic social media and marketing plans; work closely with departments to ensure proper content and messaging executed online is relevant to organizational goals.
- Develop social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Oversees and/or coordinates the collection, compilation, and analysis of online and on-campus activity data; develops, writes, and presents comprehensive statistical and narrative reports for the Management and Executive team;



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### On-Campus Marketing and Services Promotion:

- Responsible for attending and promoting SAGBC events and programming activities on-campus to the GBC student community. Design and conduct on-campus promotional and marketing campaigns for the SAGBC services and programming.
- Create and collaborate on content development for printing material such as program posters;
- Collaborate with the Communications and Publication Coordinator to maintain consistent branding across all the SAGBC channels; build strong relationships with them by providing constant, relevant, and newsworthy information on the social media sites.
- Design, Develop, and produce all of SAGBC's advertisement and marketing promotion materials and printings that support and correspond to the SAGBC program needs, this includes Graphic designs, illustration, layout, production, photo editing, etc.
- Support with promoting SA services activities for potential sponsors and design and produce sponsorship packages based on program input.
- Build promotion and marketing strategy for SA tenants, and vending spaces and work with the operations manager to build engagement opportunities/ outreach strategy with new stakeholders.

### Staff Management And Development

- Manage and lead supervised part-time staff, and volunteers and ensure staff and volunteers receive all the essential training needed for performing the job successfully. Prepare the staff training schedules and onboarding plans. And conduct performance evaluations for project part-time staff.
- Participate in the recruitment and selection of new staff as required, drafting position descriptions, and coordinating with internal HR in the selection process.
- Perform other duties as assigned and directed by the supervisor.

### Performance Measurable:

- Maintain excellent communication, coordination, and planning skills, with strong personality.
- Establish and maintain a positive, professional and interactive working relationship with the SA staff, students, GBC staff and SA board members
- Encourage adherence of SA policies & procedures to students and volunteers
- Compliance with AODA communication standards and adherence of SA policies and procedures
- Building & Growing SAGBC Digital Presence and on-campus students participation
- Deploying successful marketing campaigns from ideation to execution
- Planning, developing, and directing multiple avenues of marketing strategies to drive revenue growth.
- Fostering SA services promotion for sponsors and boosting SA marketing revenues.



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- Optimizing content and technology to build highly engaged communities across SA social media accounts and on-campus
- Timely posting for SA programs and services updates, events, activities, etc.
- Highly creative and visualised graphic designs and engaging content for SA programs activities and services.
- Ability to gather analytical data, compile information, and prepare reports for presentation to executive boards.
- Positive and professional working relationships with all stakeholders
- Initiative, self-reliant and cooperative with a creative mindset
- Excellent time and organizational management skills.
- Strong listening abilities to understand the needs of the SAGBC community and capture and present the SAGBC voice at the different social media accounts and marketing campaigns
- Ability to work in a flat fast-paced environment with others who are passionate about supporting SAGBC community.

### Required Skills & Experience:

- A post-secondary degree, bachelor's degree, or diploma in marketing, communication, digital media, or other relevant field related to the position requirements.
- Proven work experience (3-5 years) in Marketing and social media Management, videos production, and professional graphic design, preferably with a marketing or creative agency
- Excellent experience in content development and management
- Excellent copywriting skills, communication skills, both written and oral
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- Experience designing, developing and editing digital media using relevant software such as adobe creative suites and Proficiency in computer use
- Problem solving under pressure with tight timelines
- Excellent organization , interpersonal skills and project management skills

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### How to Apply:

Please email a PDF version of your cover letter and résumé to [hire@sagbc.ca](mailto:hire@sagbc.ca) Subject line: <your name>: Sr. Communications and Marketing Coordinator **Hiring will close when position is filled.**

Please also complete the following link for review - <https://hire.li/41cf034> along with sending in your resume and cover letter



## **Student Association of George Brown College External Job Posting**

The Student Association of George Brown College invites and encourages applications from all qualified candidates including persons of Aboriginal ancestry, members of visible minority groups, persons with disabilities, women, and persons of any sexual orientation or gender identity.

We sincerely thank all candidates for their interest however, only those selected for an interview will be contacted.

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### **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.