



Students' Association of Red Deer College

Job Description

Job Title: Marketing & Communications Coordinator
Reports to: Executive Director
Direct Reports: N/A

JOB SUMMARY

The Marketing & Communications Coordinator is responsible for elevating the Association's profile through developing membership communications strategies and maximizing student awareness of events, elections, services, goals, and all Association initiatives.

DUTIES AND RESPONSIBILITIES

Marketing

- Designs and produces all marketing materials for the Association including but not limited to awareness campaigns, programs and services, and Association businesses.
- Develops, produces, and distributes promotional and collateral materials.
- Responsible for the development, production, and distribution of all Association publications including but not limited to the Student Handbook and the Annual Report.
- Ensures that branding is consistent in all marketing and communications materials.
- Ensures brand identity on all events hosted by the Association including but not limited to Week of Welcome, Elections, Awards, etc.

Communications

- Develops and maintains a communication plan for the Association to ensure the Membership is aware of on-going projects and events.
- Reviews trends to ensure that the Association's marketing and communications plan is relevant.
- Develops and maintains a communications calendar to ensure timely execution (health & dental opt-out reminders, newsletters, election timelines, etc.)
- Maintains a high-level of accuracy in all verbal, written, audio, and visual communications to both internal and external entities including but not limited to reports, articles, manuals, and brochures.
- Ensures that press releases are developed and submitted to partners and media outlets in a timely fashion.
- Responsible for the Association's social media presence.
- Responsible for the development and maintenance of the Association website.
- Regularly evaluates web analytics and makes appropriate changes to increase traffic and efficiently disseminate information.

Engagement

- Initiates, develops, and maintains direct contact with Association Members, sponsors, partners, and clients.
- Develops and maintains a working partnership with the College's Marketing & Communications department.
- Develops and maintains relationship with local media outlets in order to elevate the profile of the Association.
- Secure external sponsorships and advertising opportunities.

Other

- Maintains an understanding of the Association Bylaws and policies.
- Other duties as determined by the Executive Director.

QUALIFICATIONS

Education & Experience

- Post-secondary education in a related field.
- Minimum 2-4 years working in the field of marketing and communications.
- Minimum 1 year graphic design experience.

Skills & Abilities

- **INITIATIVE:** Possesses creativity and open-mindedness in developing strategies and delivering Association goals.
- **RESPONSIBILITY:** Demonstrates moral, ethical, and fiscal responsibility.
- **FLEXIBILITY:** Demonstrates ability to perform multiple tasks in an environment where priorities can change rapidly.
- **PARTICIPATION:** Establishes relationships and maintains a positive working relationship with students, staff, and clients.
- **CONSIDERATION:** Recognizes and fosters a culture of acceptance and inclusiveness.
- **TEAMWORK:** Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that foster organizational goals.
- **EFFICIENCY:** Sets priorities, develop a work schedule, monitor progress, track details, and data.