

**Position Summary**

Reporting to the Manager of Marketing and Communications, the primary function of this position is to build awareness and project a positive image of the college through the creation and implementation of communication and marketing plans and to ensure consistent messaging throughout all college materials. The work involves a variety of duties, including maintenance and promotion of the college's programs and reputation, copywriting and editing for all written materials, digital advertising, media relations, and internal and external communications.

**Duties and Responsibilities**

- Develop internal and external communication and marketing strategies for college initiatives.
- Maintain the college's visual identity through the evaluation of marketing materials and to ensure all advertising and marketing campaigns adhere to brand guidelines.
- Write and edit copy for college-wide reporting, advertising and communication purposes.
- Provide content strategy and monitor the progression of college website.
- Assist in coordinating opportunities for sponsorship and events.
- Develop and monitor assigned sections of the unit budget.

**Communications / Media Relations**

- Develop and implement the annual communications plan for external communications.
- Prepare and distribute college news releases and feature stories (including photos) for local, regional and provincial media.
- Prepare internal features for distribution to staff.
- Write content for a variety of platforms including the website, social media, recruitment letters, newsletters, ad copy and video scripts.
- Develop and maintain relationships with local, regional and provincial media.
- Assure that all media relations activities align with college brand and image.
- Assist with crisis communications management.
- Photograph college events.

**Marketing**

- Evaluate marketing materials and campaigns through the provision and analysis of marketing metrics.
- Edit written copy and monitor the quality of marketing and communication materials.
- Provide all written content for marketing purposes including advertisements, invitations, tickets, posters and the annual viewbook.
- Develop and assist with the implementation of the marketing plans for programs throughout the region.
- Prepare and manage digital advertising campaigns.

**Secondary Duties**

- Assist with development and implementation of an annual integrated marketing plan.
- Assist with development and implementation of a content management plan for the college's digital assets, including the website, social media and video distribution.
- Place advertising as required.

- Assist in coordinating opportunities for public relations and events.
- Assist and support recruitment and athletics initiatives.

*It is noted that the duties and responsibilities outlined above are representative, but not all-inclusive.*

### **Knowledge, Skills, Abilities, and Education**

*Candidates must be able to demonstrate:*

- A solid understanding of marketing, public relations and journalism.
- Knowledge of Canadian Press Style.
- Effective interpersonal and communication skills including written, verbal and presentation.
- Budget management.
- Competency with media and community relations.
- Diplomacy skills.
- Ability to work well as part of team and take initiative.
- Ability to think creatively and bring new ideas forward.
- Familiarity with PowerPoint, Word, Excel, social media, Adobe Creative suite (In-Design, Illustrator, Photoshop).

It would be an asset for candidates to have:

- Knowledge of Great Plains College including an understanding of programs, student services and facilities.
- Knowledge of emerging technologies impacting marketing and student recruitment.
- Experience with Drupal.

### **Education**

- A relevant four-year university degree, preferably with emphasis in communications, marketing or journalism.

### **Experience**

- Two years of experience working in a related field.