



Marketing and Communications Coordinator (Permanent) – Competition #31-23/24 – Swift Current Campus

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 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, digital advertising, and social media, internal and external communications.

Start date: May 1, 2024

FTE: 1.0 Permanent

Qualifications

- A relevant four-year university degree, preferably with emphasis in communications, marketing or business.
- Two years of experience working in a related field.
- A solid understanding of marketing best practices
- Knowledge of Canadian Press Style.
- Develop digital advertising 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.
- Provide event support.

A complete job description for this position can be found on the Great Plains College [website](#). For additional information, contact Amy Masse, Manager of Marketing and Communications at 306-778-5498.

Send resume and cover letter, quoting competition #31-23/24 to: gpchr@greatplainscollege.ca. Applications received prior to 4:00 pm on April 12, 2024 will be reviewed for this competition. We wish to thank all candidates who apply, however only those selected for interviews will be contacted.

The successful applicant will be required to complete a criminal background check that is satisfactory to Great Plains College.