



Marketing Coordinator

In-scope; Field

Level 7

Last Reviewed: March 21, 2024

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 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.

Duties and Responsibilities

- 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

Marketing

- Evaluate marketing materials and campaigns through the provision and analysis of marketing metrics.
- Edit written copy and monitor the quality of marketing 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.
- Collaborate with internal teams to gather content and information necessary for marketing campaigns.
- Manage social media accounts, including content creation, scheduling posts, monitoring engagement, and analyzing performance.
- Conduct market research and analysis to identify trends, competitive landscapes and opportunities for growth.
- Write content for a variety of platforms including the website, social media, recruitment letters, newsletters, ad copy and video scripts
- Manage daily administrative tasks to ensure the Marketing department runs smoothly.
- Plan and implement multiple marketing initiatives across various platforms.
- Manage projects within the marketing department adhering to the marketing strategy.
- Stay up-to-date with industry trends, best practices, and emerging technologies in marketing.
- Photograph college events.
- Develop and implement digital marketing strategy.

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 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 best practices.
- 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.
- Knowledge of Canadian Press Style.

Education

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

Experience

- Two years of experience working in a related field.