



Student Association of George Brown College

Position Title: Publications and Communications Coordinator

Position Type: Full-time

Compensation: \$44,000.00 (union grid)

Reports To: Operations Manager

Unionized/ Non-unionized: OPSEU Local 557

Start Date: ASAP

Application Deadline: May 1, 2022, 11:59PM

Position Overview:

Provide the steady flow of information from the Student Association organization to the student body and the college community, using creative materials that grab students' attention, convey a succinct (and sometimes difficult) message. This position serves as key contact person and coordinator for leading and managing SAGBC publication(s), and performs a variety of writing and editorial duties: plans, designs, writes text, edits and produces professional newspapers, electronic newsletters, brochures and reports and other SAGBC publications. Performs project management, managing to a prescribed budget. Works independently with minimal supervision in a work environment of multiple and conflicting priorities.

Through combined education, skills and experience the Publications and Communications Coordinator will coordinate exciting communications projects and initiatives that will bring the GBC community to life.

As a progressive-minded individual, you value diversity and are educated in issues of student rights and accessible education, oppression and power. You treat and communicate respectfully with all stakeholders. Must be familiar with and adhere to the SA staff HR manual

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

- **General Responsibilities:**
 - Responsible to develop SAGBC communication strategy that address and cover the needs of the SA departments and shape the direction and brand building of the SAGBC.
 - Coordinates the development, production and distribution of SAGBC publications and promotional materials. Writes, designs, drafts and edits, and submits for final approval communications and promotional materials such as SAGBC Dialogue newspaper, SAGBC source book, program brochures, press releases, articles, electronic newsletter, news stories, features marketing/advertising materials, indices, handbooks.
 - Oversees all aspects of publications production; copy editing, fact checking and quality assurance stages; often using publication-specific software tools;
 - Edits all elements for style, substance and organization. Reorganizes text to create consistency in grammar, format, and message. Recommends substantive editorial changes as needed. Reviews, proofs and fact-checks all copy
 - Consults appropriate documentation and persons to obtain and compile information. Ensures its accuracy and completeness.
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- Organizes copy flow, coordinates multiple production schedules and printing deadlines; troubleshoots and remedies related issues;
 - Maintains website. Provides text and technical services to developing and maintaining Web site pages and/or other forms of electronic communication up to date with content and information.
 - Maintains and updates records, databases, and mailing lists.
 - Responsible for managing to a prescribed budget, typically when coordinating production and printing; participate in budget development by summarizing, researching, analyzing past expenditures.
 - Ensure permissions standards for content and image are consistent and documented.
 - coordinate postproduction activities, such as mailing
 - Oversee distribution of press releases to media; take photographs; maintain photo, clip and contact files; organize and over see photo shoots, reporter visits, media launches, and related events as directed.
 - Work cooperatively with the Social Media and graphic Design Coordinator aligning the SAGBC message and voices cross other social media accounts/ communication platforms, promotion and marketing materials and to promote SAGBC publications through various social media accounts
 - Promote and market the SA programs communication channels to external sources to secure paid advertisements and sponsorships
 - Communicate SA information to internal and external groups
 - Other duties as assigned
- **Leadership**
 - Recruit, select, train, evaluate and work closely with a number of students recruited to support you in the production process of SA publications.
 - Manage the team members and ensure that the team members receives all necessary administrative or technical support, recommends trainings to ensure staff is of the quality and capacity to ensure the successful implementation of all communication activities.
 - Mentor, coach and support the skills development of the communication and dialog teams. Insure effective performance management of team members through regular performance review meetings and effective follow-up of work plans and implementation.
 - Required to put together solid productive teams to work on diverse range of communications and publications projects
 - Creates a trusting, collaborative, team environment that supports reasoned risk-taking
 - Encourages a climate of idea generation and bold thinking
 - Other duties as assigned



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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
- Publish all relevant SA materials on time and according to the annual publication and communication strategy schedule
- Timely distribution of SA communication materials
- Up-to date website with all of SA publications and communication material
- Positive and professional working relationships with all stakeholders
- Initiative, self-reliant and cooperative.
- Excellent time and organizational management skills.
- Strong listening abilities in order to understand the needs of SAGBC community and capture and present SAGBC voice at
- Ability to work in a flat, fast paced environment with others who are passionate about supporting SAGBC community.

Required Skills & Experience Qualification:

- A post-secondary degree, diploma in communication, journalism, digital media or other relevant field related to the position requirements.
- Experience working in publications, marketing and communications field
- Relevant experience developing marketing or communications campaigns that includes research and methodology
- Experience developing, proofing and writing informative reports and stories using multimedia elements
- Experience developing and editing digital media using relevant software such as adobe creative suites
- Demonstrated experience with professional writing for a variety of mediums including websites, publications
- Experience with organizing and executing interviews with docs groups
- Experience working and problem solving under pressure with tight timelines
- Proficiency in computer use, including MS Word, Excel, Outlook, PowerPoint and Web based applications
- An outgoing, positive and friendly personality
- Excellent communication skills, both written and oral
- Excellent organization and project management skills
- The ability to work in a team environment, take initiative and work independently
- The ability to multitask
- Excellent interpersonal skills with an ability to navigate complex situations and difficult interactions with grace, patience and professionalism
- Criminal background check will be completed prior to offer of position



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How to Apply: Please email a PDF version of your cover letter and résumé to [hiring@sagbc.ca](mailto: hiring@sagbc.ca)
Subject line: <your name>: [insert position title here] by [insert date deadline here and time] **by Sunday May 1, 2022 11:59PM**

Please note those who submit their resumes before the deadline may be asked to move on to the next hiring phase prior to the deadline date.

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.

Student Association Vision:

Students are empowered to influence a just world.

Mission Statement:

We are committed to supporting each other and the Students of George Brown College in the struggle for students' rights, the pursuit of quality education, and the provision of services, in a safe, accessible, and equitable environment

Commitment to Equity:

The SA is committed to employment equity and encourages applications from historically underrepresented groups to apply.