



## Student Association of George Brown College External Job Posting

**Position Title:** Senior Communications and Marketing Coordinator

**Position Type:** Full-time

**Compensation:** Starting Wage \$53,000 annum (union grid)

**Reports To:** Operations Manager

**Unionized/ Non-unionized:**

OPSEU Local 557

**Deadline:** March 31<sup>st</sup>, 2023 (or until position is filled)

### Position Overview:

The senior communication and marketing coordinator will serve as the key contact and coordinator to administer SAGBC social media accounts & on-campus marketing efforts & generating sponsorship for SA program services as directed. The position will be responsible for fostering SAGBC digital presence, creating original text and video content, managing posts and responding to followers, promoting SA vending spaces to new customers and maintaining a relationship with existing customers, developing advertising campaigns for SA services & spaces, maximizing organization revenues. The position will manage SAGBC image & brand in a cohesive way to achieve SAGBC marketing goals and, will maintain strong public relations with SAGBC current stakeholders and potential ones.

As a senior communication and marketing Coordinator, SAGBC expects you to be up-to-date with the latest digital technologies and social media trends. The Senior Coordinator should have excellent communication skills and be able to express SAGBC brand, image, views, values, mission and voice accurately and creatively. Ultimately, the senior coordinator should be able to handle SAGBC social media presence, organization services marketing efforts and ensuring high levels of web traffic, student engagement, students community growth on social media outlets

Through combined education, skills and experience the senior communication and marketing Coordinator will manage SAGBC social media accounts & marketing efforts 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



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

- ***General Responsibilities:***

- Performing research on current benchmark trends and audience preferences
- Designing and implementing social media and marketing strategy to align with SAGBC goals
- Setting specific Social Media and marketing objectives, KPIs and reporting on ROI
- Responsible to grow the presence of the SAGBC across all online marketing/ social media platforms by expanding social post reach and attract new followers;
- Monitor SEO and web traffic metric and monitors any and all mention of the organization found online; tracks alerts and monitors social media sites
- Responsible to conceptualize and create social media and online marketing content (stories, photos and posts) for the SAGBC social media platforms including, but not limited to: Facebook, Twitter, and Instagram; you are responsible to generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Provides education and direction to all program departments in developing strategic social media and marketing plans; works closely with departments to ensure proper content and messaging executed online is relevant to organizational goals.
- Trains and advices on running effective social media campaigns for departments to establish consistency of communications across multiple networks.
- Communicate with followers, respond to queries in a timely manner and monitor students and other community members reviews
- Develop social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, digital marketing, design tools and applications
- Responsible to schedule posts via content scheduling platform;
- Responsible to attend and promote SAGBC events by using stories and live-tweeting, including, but not limited to Spring General meetings, SAGBC events and recreation activities,



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- graduation ceremonies, orientation weeks, other program initiatives as safe walk, CCC, SNAP etc.
- Conducts weekly editorial meetings to collect ideas from team members and oversee editorial calendar of upcoming stories
  - Oversees and/or coordinates the collection, compilation, and analysis of online activity data; develops, writes, and presents comprehensive statistical and narrative reports for the Management and Executive team;
  - Create and collaborate on content development for printing material such as programs posters;
  - Research, design, teste, conduct and analyse multiple program surveys throughout the social media accounts. Present analysis reports to the management and executive with recommendation on how to improve and grow SAGBC community interest.
  - Collaborate with the Communications and Publication Coordinator to maintain consistent branding across all the SAGBC channels; builds strong relationships with them by providing constant, relevant, and newsworthy information on the social media sites.
  - Design, Develop, and produce all of SAGBC advertisement and marketing promotion materials and printings that support and corresponds to the SAGBC program needs, this includes Graphic designs, illustration, layout, production, photo editing etc.
  - Generate sponsorship for SA program services activities as directed and build potential sponsors database and setup clear engagement and connection strategy with those sponsors.
  - Build promotion and marketing strategy for SA vending spaces and work with the operations manager to build engagement opportunities/ outreach strategy with new stakeholders
  - Promote and market SA food court services for the student's community
- **Leadership- Staff Performance Management**
    - Recruit, select, train, evaluate and work closely with a number of students recruited to support you managing the organizational social media and marketing efforts.
    - Manage the team members and ensure that the team members receives all necessary administrative and technical support, recommends trainings to ensure staff is of the quality and capacity to ensure the successful implementation of all communication activities.



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- Mentor, coach and support the skills development of the social media and marketing team. 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 marketing 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

### **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
- Building & Growing SAGBC Digital Presence
- Deploying successful marketing campaigns from ideation to execution
- Planning, developing, and directing multiple avenues of marketing strategies to drive revenue growth.
- Building and growing SA sponsors and boost SA marketing revenues.
- Optimizing content and technology to build highly engaged communities across SA social media accounts and on-campus
- Timely posting for SA programs and services updates, events, activities, etc.
- Highly creative and visualised graphic designs and engaging content for SA programs activities and services.
- Ability to gather analytical data, compile information, and prepare reports for presentation to executive boards.
- Positive and professional working relationships with all stakeholders
- Initiative, self-reliant and cooperative with creative mindset
- 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 the different social media accounts and marketing campaigns



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- Ability to work in a flat fast-paced environment with others who are passionate about supporting SAGBC community.

### Required Skills & Experience:

- A post-secondary degree, bachelor's degree or diploma in marketing, communication, digital media or other relevant field related to the position requirements.
- Proven work experience (3-5 years) in Marketing and social media Management, videos production and professional graphic design, preferably with a marketing or creative agency
- Excellent experience in content development and management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- Experience designing, developing and editing digital media using relevant software such as adobe creative suites
- 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 record check is necessary at the candidate's expense and copy provided upon start of position, or provide a copy of recent reference check (no more than 1yr)

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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>: Sr. Communications and Marketing Coordinator **by March 31<sup>st</sup> 2023, 11:59PM.**



## Student Association of George Brown College External Job Posting

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.

\*\*Please note during the posting of this position, applicants may be contacted to complete a pre-screen assessment questionnaire/ online video recording. A live interview is not guaranteed after completing this pre-screen assessment questionnaire/ online video recording. Applicants are advised to submit their resume and cover letter prior to the posting deadline and not wait until the end. Posting of this position will be until the deadline provided or until position is filled.\*\*

We sincerely thank all candidates for their interest however, only those selected for an interview will be contacted.

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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.