



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 per annum (union grid)

Reports To: Operations Manager

Unionized/ Non-unionized: OPSEU Local 557

Deadline: Until the position is filled

Position Overview:

The senior communication and marketing coordinator will be responsible for the ideation, planning, and execution of the vision for all The Student Association social media and online community strategies to help drive student engagement, brand culture awareness, and retention. Working cross-functionally across teams such as social media teams, programs departments, and operations you will contribute an in-depth understanding of the social media landscape and community-building best practices

You 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's 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, and maximizing organization revenues. The position will manage SAGBC's image & brand in a cohesive way to achieve SAGBC's marketing goals and, will maintain strong public relations with SAGBC's current stakeholders and potential ones.

You are a thought leader who can merge digital, cultural, and social trends with analytics into a strategic vision and lead a team to execute it. You love building and nurturing lasting digital communities and creating unique and memorable experiences for our student community. As a senior communication and marketing Coordinator, SAGBC expects you to be up-to-date with the latest digital technologies and social media trends and have excellent communication skills, and be able to express the SAGBC brand, image, views, values, mission, and voice accurately and creatively.

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.



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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:***

- Build organic social channels focusing on building an engaged and connected student community and discovering new ways to grow the community through online and on-campus events promotion.
- Designing and implementing social media and marketing strategy to align with SAGBC goals
- Performing research on current benchmark trends and audience preferences
- 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)



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- 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, 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.
- Develop, and produce all of SAGBC advertisement and marketing promotion materials and printings that support and correspond to the SAGBC program needs, this includes support with 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



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- **Leadership- Staff Performance Management**

- Recruit, select, train, evaluate and work closely with a number of students recruited to support you in managing the organizational social media and marketing efforts.
- Manage the team members and ensure that the team members receive all necessary administrative and technical support, recommend training 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 social media and marketing team. Ensure 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 a 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 a 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 boosting 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.



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- Highly creative and visualized graphic designs and engaging content for SA programs activities and services that align with SA branding guidelines
- 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 a creative mindset
- Excellent time and organizational management skills.
- Strong listening abilities in order to understand the needs of SAGBC community and capture and present the SAGBC voice at the different social media accounts and marketing campaigns
- Ability to work in a flat fast-paced environment with others who are passionate about supporting the 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, content writing, and professional graphic design, preferably within the Education Sector
- Demonstrated understanding of anti-racism frameworks and social justice issues is an asset.
- Familiarity with the importance of student unions is an asset
- Excellent experience in content development and management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Understanding of Studentns
- 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



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- 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

How to Apply:

Please email a PDF version of your cover letter and résumé to hring@sagbc.ca Subject line: <your name>: Sr. Communications and Marketing Coordinator **by June 28th 2023, 11:59PM.**

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.

Mission Statement

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

Commitment to Equity

The Student Association is an equal opportunity employer and welcomes candidates from among those groups of individuals that are traditionally underrepresented to apply.