



COMMUNICATIONS COORDINATOR

POSITION DESCRIPTION

Classification - Administration

Reports to - General Manager

JOB SUMMARY:

The Communications Coordinator is responsible for promoting and advertising Students' Union events and services, including the different social media platforms and website. Areas of responsibility include, but are not limited to: development, support, coordination, and participation in all Students' Union marketing, promotion, and public relations.

MAJOR WORK ACTIVITIES AND RESPONSIBILITIES:

- Prepare, design, implement, and distribute all promotional materials as directed.
- Utilize multimedia content to enhance the visual appeal and impact of promotional material.
- Design and create posters, banners, brochures, events calendar, etc.
- Ensure all ULSU bulletin boards, signage, and marketing materials are presentable and in good repair.
- Design and implement the art direction and promotional strategy for major ULSU events. Including, but not limited to, Fresh Fest, Last Class Bash, and Elections.
- Research and prepare press releases as directed for final approval by ULSU president.
- Review and inform Executive Council of any media events that may be beneficial to the ULSU.
- Prepare, implement, and compile marketing surveys and research as directed.
- Coordinator production of the ULSU events calendar and handbook.
- Perform any additional media roles as needed. Including but not limited to, event photography, videography, and livestream video.
- Work with clubs to develop strategies to promote their events.
- Review and inform Executive Council of any media events, political/current events, or lobbying opportunities that may be beneficial, or pertinent to the Students' Union.

Website And Social Media:

- Responsible for all social media marketing, including regularly updating the ULSU social media channels to include current and upcoming events.
- Utilize social media management tools to ensure channels are being monitored and delivering a consistent message.
- Responsible for addressing inquiries, concerns, and feedback acquired on social media channels.
- Develop and implement a comprehensive social media strategy aligned with the ULSU's goals and objectives.

- Build and nurture an online community by fostering discussion, encouraging user-generated content, and showcasing student achievements and experiences.
- Track and analyze social media metrics to measure the effectiveness of campaigns and identify areas for improvement.

Public Relations:

- Respond appropriately to any potential public relations situations or crises as they arise.
- Prepare and develop public relations strategies to influence the public perception of the ULSU in a way that supports our goals and objectives.
- Act as liaison between the ULSU and external news outlets, responding to and scheduling media inquiries as they are presented.

Sales:

- Develop and maintain relationships with existing and potential advertisers for different ULSU publications and events.
- Maintain a list of contacts including sales of advertising and leads.
- Follow-up with advertisers to ensure customer satisfaction.

EDUCATION, EXPERIENCE, AND TECHNICAL SKILLS REQUIRED:

- Post-secondary education in communications or media.
- Proficiency in Microsoft Office suite.
- Proficiency in Adobe Creative Cloud suite.
- Experience in managing social media platforms and campaigns.
- Familiarity with social media analytics tools.
- Experience with HTML and CSS optional.
- Exceptional written and verbal communication skills, as well as a keen eye for detail.
- Ability to work both independently and collaboratively in a fast-paced environment.
- Experience with event management and promotion.
- Strong organizational and time-management skills.

WORKING CONDITIONS:

- Min. 35 hours/week.
- Primarily and office-based environment. Limited travel.
- On-the-job learning and in-house training opportunities as needed.
- Participation in supplemental external training and upgrading courses reviewed as presented for relevance.

PERFORMANCE IMPROVEMENT AND DEVELOPMENT PLANNING:

- Continual review and update of training requirements.
- Annual performance review; completes performance self-assessment to contribute positively during review meeting.
- Ongoing performance feedback from General Manager, Executive Council, and team members.

APPLICATION:

Qualified individuals are encouraged to apply for this position. To submit your application, please send a cover letter, resume, and portfolio (if available) to General Manager, Cheri Pokarney at su.manager@uleth.ca.