



Vacancy Notice

Position Title: Communications Coordinator

Department: University Relations and Advancement

Affiliation: Union Exempt

Salary: \$43,256- \$50,890

Hours of Work: Monday to Friday 9am-5pm (work outside normal work hours, on nights and weekends is required on occasion to support University events and initiatives).

POSITION SUMMARY

Reporting to the Director of Marketing and Communications, the Communications Coordinator, in collaboration with the University Relations team, will work with the President, and the Senior Management Team to broaden the University's impact and overall messaging in communications and marketing. The position is responsible for supporting internal communication and media/public relations activity, while assisting in the implementation of the University's marketing and communications strategies. **The Office of University Relations and Advancement**, led by the Associate Vice-President, University Relations, aims to advance NSCAD University's philanthropic and reputational capital among key audiences both nationally and internationally by engaging our national and international alumni, building internal and external relationships that foster philanthropic giving in support of the University's priorities and managing significant relationship-based events for the University.

SPECIFICATIONS

- Assist with proactive and reactive media relations to obtain and shape news coverage of the University. This includes building and maintaining strong relationships with media professionals and media monitoring.
- Participate in the development and implementation of campus-wide strategic and crisis communications planning.
- Assist with the creation, editorial planning, content development, layout and production of internal newsletters and human resource communications, and contribute to the research, development and writing of news releases, articles, editorials, digital content (including website and social media) and print publications used to promote the University in Canada and abroad.
- Support in the timely creation and coordination of presentations, speeches, briefing notes, blog entries and media articles and assist with the planning, coordination and execution of media events.
- Develop social media strategy, as well as maintain a content calendar for consistent posts and engagement.
- Respond to requests for information from internal and external stakeholders, including responding to social media inquiries.
- Maintain the website and post web content requested by members of staff and faculty.
- Ensure a high level of quality communications by editing materials and copy; maintaining the University's visual identity; and preserving a consistency in tone and language.

REQUIREMENTS

A degree in communications, marketing, public relations or a related discipline and at least three years' related professional experience (or an equivalent combination of training and experience) is required. Experience developing and executing integrated brand and product marketing communications campaigns is required. Demonstrated experience editing copy written by others to ensure a publication, print or online, is of a standard that meets editorial requirements and strategic objectives is required. Demonstrated experience using a content management system, graphic and digital image software, as well as social media strategic planning and best practices is required. This position requires a high level of discretion, judgment, and initiative along with excellent oral and written communication, interpersonal, analytical and problem-solving skills with the capacity to manage competing priorities, maintain attention to detail and to meet deadlines is required.

APPLICATION PROCESS

Applications should be sent to Human Resources via email to careers@nscad.ca. Applications should include a cover letter and detailed CV.

Deadline for applications: The University will begin considering applicants on **July 28th, 2019** and continue until the position is filled. We appreciate all applicants, however only those selected to move forward in the competition will be contacted.

All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents of Canada will be given priority in this search. NSCAD University is committed to employment equity and values a diverse and inclusive workplace.