

Marketing and Communications Officer

[Permanent, full-time]

Overview

Reporting to the Director of Marketing and Communications, in the Marketing and Communications Office, the Marketing and Communications Officer is primarily responsible for developing and executing all external communications strategies, initiatives and materials for the Colleges.

The Marketing and Communications Officer works collaboratively with staff, faculty and stakeholders to manage, maintain and promote the Colleges' brands through a variety of mediums that include: websites, media releases, social media, digital marketing, posters, direct mail, invitations, manuals, brochures, pamphlets, signage, photos and videos.

Expectations and Responsibilities

- Manage reminders, submissions, design and publishing of the Student Newsletters
- Coordinate content and structural changes for the Colleges' websites
- Coordinate creation and production of printed materials, as needed
- Write content for all external communications, following the Colleges' style guide and following Canadian Press standards
- Provide creative direction to graphic designers, web developers and photographers
- Write, coordinate and track all social media activity, including Facebook, Twitter, Instagram and YouTube
- Support email communications using email marketing software and coordinate dissemination processes; including obtaining current lists, proofing content and obtaining approvals
- Ensure all communications are accurate, proofed and adhere to visual identity and brand guidelines
- Manage projects to ensure content is ready for publication or for print
- Oversee student interns, as needed

Qualifications and Skills

- Diploma in Communications or a similar field; Bachelor's degree preferred. Degrees with a focus on Liberal Arts related programs are also considered valuable.
- Experience working in a post-secondary communications or marketing environments; or equivalent combination of training and relevant experience
- Demonstrated knowledge of Microsoft Suite and Google Workspace; proficiency using tools for email marketing, social media management, and graphic design is an asset
- Knowledgeable about digital marketing and social media marketing best practices
- Ability to multitask under tight deadlines and work independently or as part of a team

- Demonstrated writing and communications skills, including the ability to write quickly and effectively for a diverse range of audiences and story-telling mediums.
- Commitment to forwarding the missions and visions of St. Mark's College and Corpus Christi College

Posting Details

Applications will be reviewed as they are submitted. Start date: December 1, 2022. Please submit your resume and cover letter to hr@stmarkscollege.ca. Incomplete applications will not be considered.

About St. Mark's and Corpus Christi Colleges

The Community of St. Mark's at the University of British Columbia is comprised of St. Mark's College, St. Mark's Parish and Corpus Christi College. Together we provide a centre of excellence for higher education in British Columbia.

Corpus Christi College offers the best start for undergraduate students embarking on their university experience, fortified by an education offering the richness of Liberal Arts. St. Mark's College offers graduate-level academic and professional programs, including degrees and certificates for teachers, administrators, ministerial leaders, social service workers and other professions.

Corpus Christi College and St. Mark's College at UBC are open to individuals of all backgrounds and traditions, and we are committed to meeting students "where they are" on their life journeys. We play a crucial role by offering small classes, accessible faculty and a community environment focused on forming graduates who are prepared to take on the intellectual, professional, and social challenges of our times. You can be part of helping us accomplish this mission.

Diversity Statement

SMC and CCC welcome applications from any person with the skills and knowledge to contribute productively to the scholarly life of the Colleges. They especially welcome applications from persons of diverse faiths, visible minority group members, Indigenous/Aboriginal People of North America, and persons with disabilities.