

## Communications Coordinator

The Carleton University Students' Association is an incorporated, not-for-profit, student-run organization dedicated to enriching the undergraduate student experience through programming, advocacy, and services.

### POSITION DESCRIPTION

<b>Position Title:</b>	Communications Coordinator
<b>Reports to:</b>	Director of Communications and Strategic Initiatives, CUSA President, and General Manager
<b>Department:</b>	Communications
<b>Hours of Work:</b>	35 hrs/week
<b>Salary:</b>	\$38,000 + Benefit Plan
<b>Contract Date:</b>	1 year from date of hiring
<b>Date Revised:</b>	October 22nd, 2019

### OBJECTIVE OF THE POSITION

The Communications Coordinator effectively manages and executes the overall communications and strategic goals of the Association through print, social media, web, and other marketing materials.

### CORE COMPETENCIES

- Excellent written and oral communication skills
- Strong project management and organizational skills
- Ability to meet deadlines
- Agility to changes in projects and schedules
- Creative and innovative thinking
- Decision making
- Time management
- Independence and teamwork skills
- Networking and relationship building
- Accountability
- Confidentiality



## DUTIES & RESPONSIBILITIES

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- Plan, execute and review digital and social media strategies.
- Assist in the planning and distribution of marketing materials for CUSA services, programming, campaigns and internal departments.
- Manage various social media profiles for various platforms, including but not limited to Facebook, Instagram, and Twitter.
- Maintain a consistent brand voice, professional standard, and protect the brand reputation.
- Work with the communications team to regularly maintain the association's website.
- Work collaboratively with teams across the SA and University to create and execute communication plans and strategies in support of the SA.
- Provide direction and support to the CUSA executive, business managers, and service centre coordinators regarding creating engaging digital and social campaigns.
- Assist in creating and delivering communications training materials such as presentations and brochures for the SA's executive team and other staff.
- Monitor and analyze detailed reports, metrics, and statistics regarding the social and digital presence of the association as well as the effectiveness of digital campaigns.
- Work collaboratively with the public relations coordinator to build relationships with internal and external media sources and to execute the organizational media plan.
- Assist in the coordination of photography and videography projects.
- Prepare, distribute and analyze digital surveys and newsletters.
- Create and manage digital ticketing and seating plans for CUSA programming.
- Research digital and social media trends and technologies to implement into the SA's digital marketing strategy.
- Perform other general duties as required in commensuration with the position.

## QUALIFICATIONS & EXPERIENCE

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- Diploma and/or a Degree or related experience.
- Must have proven project management skills.
- Excellent knowledge of Facebook, Instagram, and Twitter.
- Experience communicating project progress and setbacks.
- Ability to work in a fast-paced, deadline-driven environment.
- Experience working with the Adobe Creative Cloud suite including InDesign, Illustrator, and Photoshop is an asset.
- Experience working with SurveyMonkey, Eventbrite, and Mailchimp is an asset.
- Proficient in the use of computers, with practical experience in the use of current software applications, i.e. Google Suite, Microsoft Office.
- Demonstrated ability to work collaboratively and effectively as a member of a multi-disciplinary team.

## HOW TO APPLY - DEADLINE NOV 5TH, 2019

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Please submit your cover letter, resume and 2 references to:

**Christine Falardeau, Director of Communications and Strategic Initiatives** | [creative@cusaonline.ca](mailto:creative@cusaonline.ca)  
Carleton University Students' Association | 401 University Centre Building, 1125 Colonel By Drive  
Ottawa, ON • K1S 5B6 | Phone: 613-520-6688



*CUSA values employment and educational equity and welcomes applicants from diverse groups including (but not limited to): women, aboriginal people, people of colour, people with disabilities, international students, and gay, lesbian, bisexual and transgender people. CUSA is committed to ensuring that accommodations are provided in all parts of the hiring process as required under CUSA's accessibility policies, the Accessibility for Ontarians with Disabilities Act, and the Ontario Human Rights Code. Applicants need to make their needs known in advance.*