



Vision Statement: *Albert College is an international university preparatory school committed to academic excellence and recognized for developing courageous global citizens within a close family environment.*

POSITION: Marketing and Communication Coordinator

Start Date: April 4, 2022

Description: Albert College seeks an energetic and dedicated Marketing and Communications Coordinator to advance the vision and strategic plan of the school through enrolment and retention of students, fundraising, alumni and volunteer programs, and frequent communication with the Albert College family.

The candidate will have a proven record in digital marketing/communications with substantial experience with content creation. In support of our mission statement, the successful candidate may be required to participate in other aspects of College life as permitted during these times of restrictions.

Albert College invites applications from qualified individuals with a willingness to develop a thorough knowledge of overall programming for academic, co-curricular and boarding students at Albert College and is current in the ever-changing landscape of digital marketing.

The candidate will demonstrate an excellent work ethic and the necessary energy to engage students, alumni and families through social media, and be innovative and creative while developing strong public and media relations for the school. To this end, an excellent track record of teamwork with students, parents and colleagues is essential, as well as a commitment to the overall value of independent school education. In addition to advanced and extensive computer knowledge, the successful candidate will also possess photography and video skills.

Salary: Salary is commensurate with experience and qualifications.

Please submit a resume, covering letter and supporting documents by **Friday, March 11, 2022** to:

Ms. Helen Walsh
Director of Advancement
Albert College
160 Dundas Street West, Belleville, Ontario K8P 1A6
Fax (613) 968-9651 jobposting@albertcollege.ca

*We thank all candidates.
Only those selected for an interview will be contacted.*

Albert College is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. Please contact us if you require this posting in an alternate format. If contacted for an employment opportunity, please advise us if you require accommodation.

This posting will stay open until filled.

ALBERT COLLEGE -JOB DESCRIPTION

TITLE: Marketing and Communications Coordinator
REPORTS TO: Director of Advancement

GOALS OF ADVANCEMENT:

To advance the vision and strategic plan of the school through enrolment and retention of students, fundraising, alumni and volunteer programs, and frequent communication with the Albert College family.

POSITION: We are seeking a dedicated, creative, and dynamic Marketing and Communications Coordinator. The successful candidate will demonstrate a passion for communications and marketing to develop and execute internal and external communications to support recruitment of new students from Pre-Kindergarten to Grade 12 and contribute to the public relations for the school. Working with the Director of Advancement, the Marketing and Communications Coordinator supports the promotion of Albert College events, maintains the school's website and creates content for all social media and school photo platforms, develops strong public and media relations for the school and supports the Enrolment and Advancement Offices.

DUTIES AND RESPONSIBILITIES:

Digital Marketing

- Perform duties as assigned including researching, designing, publishing, maintaining, monitoring, and keeping the Albert College website current, compliant with accessibility standards, secure and in alignment with the AC brand.
- Develop digital marketing strategies, objectives, and targets for both domestic and international markets.
- Develop a social media calendar reflective of best practices for each platform (Facebook, Twitter, LinkedIn, and Instagram) and create and/or procure content for all social media channels ensuring content is representative of school activities, events, boarding and continues to support strategic enrolment strategies.
- Design and create content for the website to support inbound marketing strategies such as videos that highlight boarding life, student, and faculty profiles and why Albert College is the right choice for students.
- Create content for other media (i.e., radio ad script and video).

Communications

- Design and update communication pieces for promotion and support of Albert College events including posters, tickets, and programs.
- Coordinate proper communication, logistics, and appropriate delegation of roles for all Albert College public events (excluding fundraising events).

- Develop and submit press releases and community listings for all Albert College events.
- Create, maintain, and update content on website and portals.
- Capture school events using photo and video footage.
- Represent and promote the school at internal events when required.

Graphic Design and Marketing Materials

- Create all collateral marketing materials to support activities for Pre-K to Grade 12 recruitment.
- Content creation for social media and school wide events.
- Communicate and work with commercial printers to ensure quality output.
- Create content and assist with design and production of the *Albertalks* bi-annual magazine.

Record Management/Administration

- Create and maintain constituent records (student, parent, faculty, staff) on the website portals.
- Issue purchase orders as needed and maintain accurate records of allocation and spending.
- Track and analyse data for reports for external and internal communication– Google Analytics for website, social media platforms, etc.

QUALITIES:

- Outstanding writing and editing skills.
- Outstanding organizational skills with superior attention to detail to manage information, set priorities, reconcile competing demands, meet deadlines, and respond to the unique individual needs of each constituent.
- Ability to work independently as well as take a positive, collegial approach to working within a collaborative team environment.
- Excellent communication, interpersonal and customer service skills for interacting with all constituents of the College and the community.
- Good judgment and decision-making skills.
- Ability to take initiative, understand and responds to organizational needs, and improve and modify approaches to tasks.

OTHER

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position. Also, as is the nature of any position in an organization, each member of the team, including the Marketing and Communications Coordinator, must be flexible and willing to be called upon to perform other, reasonable, job-related functions not detailed in the above description as requested by the Director of Advancement.

HEALTH and SAFETY

Maintain and uphold all the College's Health and Safety Policies including but not limited to following safe work procedures, knowing, and complying with all the laws and regulations, reporting any injury or illness immediately, reporting unsafe acts and conditions along with the overriding principle of taking reasonable precautions in the circumstances to protect themselves. This includes adherence to all new policies related to the current pandemic.

WORKING CONDITIONS

- A fast-paced, dynamic team environment with frequent interruptions and a variety of tasks with deadlines.
- A combination of computer and desk work, which requires sitting for extended periods, keyboarding, and viewing monitors.
- Interactions with internal and external constituents.
- Some evening and weekend events.
- Travelling may be required, typically within the city and surrounding area.
- Some lifting of packages, promotional and presentation equipment.

JOB QUALIFICATIONS:

- University degree preferred and/or college or equivalent experience in marketing/communications/journalism or any other field relevant to the position experience.
- In-depth knowledge of traditional, digital, and social media, blogging, search engine optimization etc.
- Demonstrated use of digital content (including written, graphical, or video format) and social media strategies.
- Experience with InDesign or other graphic design programs as well as film editing preferred.
- An understanding/appreciation of the role and vision of independent school education.
- Willingness to develop a thorough knowledge of overall programming for academic, co-curricular and boarding students at Albert College.
- Advanced and extensive computer knowledge, experience in the use of social media platforms (Facebook, Twitter, LinkedIn, and Instagram), social media scheduling tools, Microsoft Applications (Excel, Word, PowerPoint), and working with website platforms.
- Photography and video skills are an asset.
- Ability to accept feedback and work well under pressure.
- Ability to work independently and as part of a team.