

BURMAN UNIVERSITY JOB DESCRIPTION

JOB TITLE	Communications Coordinator
DEPARTMENT	Marketing & Enrolment
CATEGORY	<input type="checkbox"/> Hourly <input checked="" type="checkbox"/> Salary
OVERTIME	Exempt
CLASSIFICATION	IC3
REPORTS TO	VP Marketing & Enrolment
DATE LAST REVISED	April 23, 2020

POSITION SUMMARY

The Communications Coordinator is responsible for the daily management of the Communications and Public Relations for the University. They will work under the supervision of the Vice President for Marketing and Enrolment to ensure the activities of the department support the strategic objectives of the University. Successful execution of their duties will support Burman University in its goal to connect with our constituencies, alumni, potential students and families, and our local community.

ESSENTIAL JOB FUNCTIONS

- Manage the development of communication and publicity for the University.
- Develop a communications strategy for the University under the direction of the VP Marketing & Enrolment.
- Ensure the University's image is branded in a manner that is consistent with the Mission, Vision, and Strategy of the University and will support University leadership in the development and implementation of the brand.
- Focuses on working collaboratively with the enrolment department in the pursuit of enrolment and recruitment goals through the development of marketing communication strategies.
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Creation and implementation of Marketing Communications strategy - including campaigns, events, digital marketing, and PR.
 - Developing targeted enrolment campaigns and leading implementation.
 - writing and producing presentations and press releases
 - dealing with enquiries from the public, the press, and related organizations
 - organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits
 - speaking publicly at interviews, press conferences and presentations
 - providing campus with information about new promotional opportunities, current PR campaigns progress, and general campus news.
 - Other general, communications responsibilities as required. This can involve working on websites and social media and writing and/or producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.
- Maintain and publish the University website
- Coordinate photography and videography for Burman University
- Support the University's internal departments by:

- Providing support for campus projects as needed/requested, working with department on individual marketing strategies
- Develop, implement, and maintain a strategic digital marketing plan.
- Any other duties as assigned by the VP Marketing & Enrolment

JOB STANDARDS AND REQUIREMENTS

EDUCATION

- Undergraduate degree in Communications or related specialization

EXPERIENCE

- Two years' experience/knowledge in the area of Marketing, Public Relations and Communications.
- Experience in an education organization is an asset

SKILLS & RESPONSIBILITIES

He/She will need to consistently demonstrate proficient levels of expertise in the following areas:

- Knowledge in the area of Public Relations and Communications (principles and standards).
- Knowledge of Publication Design principles.
- Proficient in software applicable to the field, such as InDesign, Illustrator, Photoshop, etc.
- Proficient in editing to include, but not limited to creating and editing press releases and advertisements. Proficient to Expert knowledge and experience in Project Management and leadership
- Proficient in Digital Marketing
- Proficient in performing pro-active media outreach; maintain good working relationships with journalists and generating positive media coverage
- Ability to lead presentations, focus groups and communication committees
- Familiarity with all aspects of literature production process
- Proficient in Implementing Social Media best practices
- Ability to exercise initiative, diplomacy and judgment
- Thrives in a dynamic and collaborative team environment.
- Ability to work effectively under pressure and coordinate multiple projects simultaneously to meet deadlines

EFFORT & ADDITIONAL ATTRIBUTES

- Work involves a moderate degree of alertness and concentration to complete job tasks.
- Ability to exert light physical effort (up to 5kg) and involves walking, standing, confining or tiring work positions
- Flexibility to work occasional evening and weekend as necessary, some travel as needed
- A member of the Seventh-day Adventist Church and passionate about Adventist Education