

Marketing and Communications Manager

The SSUI represents all full-time and day part-time fee paying students at Sheridan College. The SSUI is responsible for safeguarding and promoting the welfare and interest of the membership of the Student Body of Sheridan, whether academic, intellectual, cultural, social, athletic or otherwise in accordance to individual needs.

The Marketing and Communications Manager is responsible for providing continuity, within corporate and event marketing. These responsibilities are to be accomplished through maintaining a responsible budget, remaining current in trends of campus life and market research and developing successful marketing campaigns that increase awareness and support of the SSUI and its activities. The Marketing and Communications Manager will maintain and develop sponsorship and advertising relationships for SSUI media outlets, coordinate corporate events and manage the social media properties of the SSUI.

Responsibilities:

Marketing and Communications

- Produces and disseminates media notifications and news releases to off- and on-campus media with respect to activities and events or as required by the SSUI
- Designs and executes market research such as surveys and focus groups based on SSUI strategic priorities
- Analyze customer behaviour and industry trends to aid in the development of marketing strategies that better suit the community
- Develops SSUI social media strategies (website, Facebook, Twitter, Youtube, Instagram etc.) and works with the Assistant Manager of Marketing and Communications to generate regular content updates and campaigns, ensuring branding consistency, and monitoring acceptable use.
- Liaise with software and web hosting partners
- Maintain and update signage, poster boards and other areas involving SSUI marketing information
- Orders and oversees inventory of swag, uniforms and other promotional materials
- Creates the SSUI Annual Report under the advisement of the President and General Manager
- Work closely with the Elections Committee, Chief Returning Officer and/or designates to ensure thorough promotion and engagement of students in the general election process
- Works closely with student Executives and coordinators on promoting campus awareness activities, services, clubs and feedback and aiding in volunteer recruitment
- Manages part-time student marketing teams that promote all corporate, service and awareness activities of the SSUI
- Oversees the design team to develop content and develops production schedules
- Oversees The Circuit team to develop content and helps to schedule interview, production and editorial calendars

Corporate Relations

- Works closely with the President, Chair of the Board and General Manager to ensure promotion of corporate events including General Meetings
- Develop at least one leadership event each year prior to general elections
- Work closely with the President, Operations Manager and Events & Programming Manager to plan the end-of-year banquet

Sales and Sponsorship

- Develops advertising sales packages and oversees the sale of advertising space in SSUI media properties
- Manages content and serves as Editor and Advertising Salesperson of the SSUI annual handbook
- Will be responsible, for ad sales directly related to the Sheridan Student Handbook or any other SSU marketing publication
- Responsible for building sponsorship packages for events and other opportunities where applicable

General

- Maintains a positive relationship with the campus community at all Sheridan campuses
- Establishes an annual budget and goals, interacting regularly with the General Manager to monitor such
- Manages SSUI brands ensuring consistency and relevancy
- Duties as assigned by the General Manager

Qualifications:

- Diploma or University Degree in the field of Marketing and Communications
- Minimum 2-5 years Marketing and Communications experience in either the education industry or a service industry
- Professional work ethic, exercising of good judgment, tact and initiative;
- Ability to work under pressure and successfully meet deadlines;
- Easily adapting to changing priorities (flexibility is essential);
- Working both independently and cooperatively as part of a team;
- Proven attention to detail in a consistently accurate, fast and efficient manner;
- Excellent verbal and written communication;
- Knowledge and familiarity with University culture is an asset;
- Experience in advertising sales
- Experience with conducting market research
- Experience in using and managing social media
- Ability to develop, write and produce a variety of business and marketing communications
- Experience managing budgets
- Experience with Adobe Creative Suite considered an asset

APPOINTMENT DETAILS

Campus: Trafalgar (home office), Davis, STC and HMC

Hours: 37.5/ week, day and evening shifts required

Salary is based on qualifications and experience. Range starts at \$50,000.00/year

Due to the demands of this position weeknight and weekend work may be required. Access to a vehicle is recommended.

Please forward all resumes to the attention of Mark Brotto, Senior Manager, Human Resources by: September 11, 2013

Email: brottom@sheridancollege.ca

Please, no phone calls

We thank all applicants for their interest; however, only qualified candidates will be contacted for an interview.

Sheridan Student Union Inc. welcomes diversity in the workplace and encourages applications from all qualified individuals, including visible minorities, Aboriginal People, and persons with disabilities.