

IDENTIFICATION

Department	Position Title	
Aurora College	Marketing & Communications Officer	
Position Number	Community	Division/Region
91-13505	Yellowknife	Communications

PURPOSE OF THE POSITION

The Marketing and Communications Officer supports the planning, development, implementation, and evaluation of Aurora College communications, marketing/advertising, and recruitment plans, priorities, policies, and procedures to ensure the College's communications are strategic, effective, and consistent with both Aurora College's and the Government of the Northwest Territories' aims, mandates, policies, guidelines, and branding.

The Marketing and Communication Officer is responsible for the operation, development, administration, and maintenance of the Aurora College website and mobile app, and is responsible to maintain and update the College's social media and multi-media presence.

SCOPE

This location is located in Yellowknife, and reports to the Manager, Communications & College Relations. As a key member of the Communications team, the position provides support and assistance to all divisions of Aurora College and Aurora Research Institute in such areas as graphic design, communications messaging, project coordination, marketing/advertising, student recruitment materials, photography/videography, video editing, media relations, copy editing, proofreading, and event planning. The position works with the Manager, College Relations and Communications, to plan, develop, implement, and evaluate internal and external communications plans, approaches, strategies, and materials, including media relations and community relations. Final approval for communications and marketing materials, publications, plans, and spending rests with the Manager, College Relations and Communications.

RESPONSIBILITIES

- 1. Assist with developing, designing, updating, and editing print, digital, and video information, marketing, and communications materials (including academic calendar, annual report, newspaper supplements, special publications, advertising,**

newsletters, promotional and recruitment materials, posters, brochures, video commercials, promotional videos, social media campaigns, website updates, etc.).

- Solicit information from College divisions and Schools: compile, transcribe, follow-up to clarify discrepancies, edit, and proofread;
- Under direction of Manager, College Relations and Communications, plan, develop, design, and arrange for printing/publication of various marketing and communications materials;
- Ensure the College's print, digital, social media, and video publications are current and compliant with College standards and branding;
- Implement, manage and evaluate the College's social media and multi-media presence;
- Take photographs and videos of College events, activities, students, staff, alumni, etc. to contribute to the College's photo and video bank;
- Develop broadcast quality video commercials and promotional videos, using programs such as Adobe PremierPro.

2. Website Development and Content Management.

- Monitor, update, administer, and maintain Aurora College website;
- Pro-actively monitor links and user functionality to ensure consistency;
- Write, add, remove, and edit web content as necessary, introducing new style guidelines as appropriate;
- Recommend links and content to maximize effectiveness of the website as an essential communication and marketing tool;
- As required and directed, create/develop and implement launch of new website, including landing page, content pages, links, video/photo attachments, etc.
- Next major responsibility.

3. Provide communications support to Manager, College Relations and Communications.

- Research information to draft news releases, newsletter articles, social media content, website content, briefing notes, presentations, etc.;
- Monitor NWT media for articles and items about Aurora College, Aurora Research Institute, and post-secondary or adult-education-related themes;
- As required, respond to media requests and enforce protocol, assist in development of news releases, media advisories and other media tools;
- Develop and maintain a comprehensive distribution listing for the NWT, including Aboriginal governments, community leaders, schools, partners, and other key contacts;
- Order promotional items, review orders by other areas of Aurora College and Aurora Research Institute to ensure compliance with College and GNWT policies and procedures.

4. Provide enrolment management support.

- Assist with design, development, and arranging for printing and distribution of brochures, posters, academic calendar, videos, etc. to support recruitment and retention of students;
- As directed, provide advertising materials to selected media;
- Support Student Recruitment campaigns by: ensuring marketing and promotional materials are current and available, including print materials, presentations, banners,

pop-up displays, etc.; by helping to plan, organize, and staff trade shows, career/job fairs, school and public presentations, etc.; and by helping to develop and maintain “recruitment bins” for use at these events;

- Attend promotional activities and events on behalf of the College;
- Assist in planning annual marketing and recruitment activities.

WORKING CONDITIONS

Physical Demands

Most work will be performed in a traditional office environment. May need to lift and carry large or heavy items/objects/boxes occasionally (50lbs).

Environmental Conditions

The incumbent is subject to normal office settings.

Sensory Demands

No unusual demands.

Mental Demands

Travel to other offices and college locations is required on an occasional basis and can involve travel by road and small aircraft.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge:

- Intermediate knowledge and understanding of public relations/communications/media relations theory and practice
- Intermediate knowledge and understanding of research methods
- Intermediate knowledge and understanding of public relations/communications practices and tools, including media relations and advertising
- Intermediate knowledge of both traditional (print and broadcast) and new media (internet, web-based, social media and multi-media) marketing campaigns and strategies
- Knowledge and ability to work with contractors and follow, Aurora College and GNWT protocols and best practices

Skills:

- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint), Adobe Acrobat, and SharePoint
- Proven proficiency in Adobe Creative Cloud desktop publishing software, especially InDesign, PhotoShop, and Illustrator
- Proven proficiency in Adobe Premier Pro video editing software and experience creating broadcast quality promotional videos and commercials
- In-depth proficiency with current web design technologies and basic understanding of programming languages
- Ability to plan, implement, manage, and evaluate creative social media campaigns

- Ability to write clearly and accurately in a variety of styles, including for media releases, radio commercials, promotional materials, newsletters, etc.
- Intermediate to superior written and oral communication skills
- Intermediate editing and proofreading
- Intermediate to superior web and print design skills
- Time management and project management
- Ability to assist in the development of communication plans and media strategies

Behavioral Competencies:

- Ability to manage and develop/design multiple project with tight deadlines
- Ability to understand target audience needs
- Ability to lead work teams and to work without supervision

Typically, the above qualifications would be attained by:

- Postsecondary degree in communications, marketing, graphic arts, public relations, journalism or a related field
- Three years experience in graphic design, communications, marketing, new media, or a related field
- A valid unrestricted Class 5 Driver's License

ADDITIONAL REQUIREMENTS

Position Security (check one)

- ☒ No criminal records check required
- ☐ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)
- Level required for this Designated Position is:
- ORAL EXPRESSION AND COMPREHENSION
- Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
- READING COMPREHENSION:
- Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
- WRITING SKILLS:
- Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐
- ☐ French preferred

Indigenous language: Select language

- ☐ Required
- ☐ Preferred