

Job Description for Temporary, Casual or Interim Positions

Job Title	Marketing and Communications Associate		
Interim Job Code	INT129	Pay Grid	Temporary
Student Work Program Job Code	WPS129	Pay Grade	Level 3

Job Summary

Provide support to develop, implement and evaluate various marketing and communication initiatives.

Accountabilities

1. Develop, implement and fulfill traditional and digital marketing initiatives.
2. Coordinate marketing material deployments with vendors.
3. Implement all social media initiatives for the department.
4. Manage department's CRM, ensuring content is accurate and up-to-date.
5. Identify new business opportunities and support efforts to secure new clients/business.
6. Maintain participant satisfaction database and draw insights from data to make recommendations on future programming.
7. Conduct research to identify tools, platforms, applications and systems that can streamline and improve existing operating procedures, systems and communications. Make recommendations as appropriate.
8. Provide departmental support in preparation for programming days.

Qualifications

Education: Completed relevant College or University program.

Experience: Experience in developing and executing marketing and/or communications initiatives.

Working Conditions

- Typical office environment.
- Work is completed under general direction and guidance.