Job Description for Temporary, Casual or Interim Positions

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Marketing and Communications Associate</th>
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</thead>
<tbody>
<tr>
<td>Interim Job Code</td>
<td>INT129</td>
</tr>
<tr>
<td>Pay Grid</td>
<td>Temporary</td>
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<tr>
<td>Student Work Program Job Code</td>
<td>WPS129</td>
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<tr>
<td>Pay Grade</td>
<td>Level 3</td>
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</tbody>
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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.

Date Revised: April 1, 2018