A. IDENTIFICATION

Position Title: Coordinator, Marketing & Communications (Undergraduate Programs)
Department: Beedie School of Business
Position Reports To (Title): Director, Undergraduate Programs
Description Prepared by: Date: October 30, 2015

B. POSITION SUMMARY

The Coordinator, Marketing & Communications participates in the planning, development, and implementation of marketing and communications initiatives for the Beedie School of Business undergraduate programs, using both traditional and digital marketing and communications vehicles. The incumbent manages the flow of creative and production processes for web and print to ensure efficient and effective outcomes. The incumbent develops content for the undergraduate program website and ensures consistency with Beedie strategies and objectives. Working under the guidance of the Director, Undergraduate Programs, the incumbent facilitates marketing and communications projects by monitoring timelines, communicating with stakeholders, and ensuring project objectives are met. The incumbent ensures that all undergraduate program marketing and communications initiatives enhance both SFU and Beedie brand equity.

C. DUTIES AND RESPONSIBILITIES

Starting with those you consider the most important, list and describe the main duties and responsibilities of the position. For each item start with an action verb and briefly describe WHAT is done, HOW it is done and WHY it is done.

Indicate in the right hand column the percentage of time spent on each particular task.

Description

Participates in the planning, development, and implementation of undergraduate program marketing and communications initiatives, including print, web, video and other projects as required.

Coordinates creative and production processes for web, print, and video to ensure efficient, effective outcomes of undergraduate marketing and communications projects (advertising, collateral materials, signage, meeting preparation, promotional items, folders, etc.).

Identifies, researches, and develops content for the undergraduate program website, and ensures that content maintains consistency with stated Beedie School of Business strategies and objectives. Supports Web/IT staff in the development and ongoing maintenance of the website, ensuring that web pages comply with appropriate policies, guidelines, and standards.

Attends planning meetings with program and services staff; identifies, monitors, and updates projects; and assists with establishing priorities.

Identifies/provides all relevant details to facilitate/streamline projects by: monitoring timelines; communicating with stakeholders to inform on progress of individual projects; tracking expenditures; and modifying project plans if required to ensure project objectives are met.

Assists with the development of advertising and other communications vehicles by coordinating writers, photographers, videographers, graphic designers, printers, etc., in the scheduling and production of materials; and liaising with appropriate program and service staff to ensure accuracy of materials being developed.
Ensures both SFU and Beedie School of Business brand equity is enhanced by all undergraduate marketing and communications projects.

D. DECISION MAKING

i) Give some typical examples of the most important decisions the incumbent is expected to make in carrying out the duties and responsibilities of the position. To what extent can the incumbent rely on established policies or advice from others in making these decisions?

 Coordinates creative and production processes for web, print and video marketing/communications initiatives.

 Develops content for and maintains undergraduate program website.

 Facilitates projects by monitoring timelines to meet stated departmental objectives.

 Liaises with and coordinates staff involved in the development of advertising and other communications vehicles to ensure accuracy of materials being developed.

 ii) Give some examples of the types of decisions the incumbent would refer to his/her supervisor.

 Situations where marketing goals, budget allocations or time imperatives are in danger of being compromised.

 Situations where decisions may adversely affect relationships, brand equity or public reputation of the Beedie School / Simon Fraser University.

E. SUPERVISION EXERCISED

Indicate the number of employees for whom the position is responsible:

Number of employees reporting directly to the position: 0

Total number of employees for whom the position has direct responsibility: 0

F. SUPERVISION RECEIVED

Describe the extent to which the supervisor determines the day to day work load of the position and assists in the completion of duties. Explain the nature of guidance received and how often work is checked or reviewed.

Working closely with Director, incumbent is expected to work with minimal supervision. Meets regularly and informally with Director to update on ongoing projects, alert to potential issues, and confirm satisfactory progress.

G. UNUSUAL WORKING CONDITIONS

None.

H. ENTRANCE QUALIFICATIONS

What combination of experience, training and/or formal education do you believe is the minimum required to perform the duties of this position?

Undergraduate degree in Communications, Business Administration, or a relevant discipline, with one year of related experience, or an equivalent combination of education, training, and experience.
Basic knowledge of marketing principles, practices, and strategies using the web, video, and traditional advertising communications vehicles.

Good knowledge of web operations and functionality.

Excellent interpersonal skills.

Good copy editing skills.

Excellent communication skills (oral and written).

Excellent project management skills.

Excellent organizational, analytical, and problem-solving skills.

Proficient in the use of word processing database, spreadsheet, PowerPoint, and basic graphic design applications (e.g., Adobe Illustrator, Adobe PhotoShop).

I. ORGANIZATIONAL RELATIONSHIPS

Indicate in the appropriate blocks the title of the position to which this position reports and the titles of positions reporting directly to it. If more detail is required, add additional blocks.

Director, Undergraduate Programs

Coordinator Marketing & Communications (Undergraduate Programs), grade 6
Temp. Pos. #11812

J. APPROVALS

Incumbent's Signature: ______________________ Date: ______________________

Supervisor's Signature: ______________________ Date: ______________________

Signature of Next Administrative Level ______________________ Date: ______________________