Position Title: Coordinator, Communications and Marketing  
Department: Office of the Vice-President, Research  
Reports to: Communications Officer  
Employee Group: APSA  

Position #: 00121618  
Reports to [pos #]: 00119079  
Grade: 6

POSITION SUMMARY

Reporting to the Communications Officer, the Coordinator, Communications and Marketing supports and promotes the implementation of a wide range of marketing, communication and awareness initiatives in the Office of the Vice-President, Research. Develops content for various websites, social media, email marketing (eBlasts), and print marketing initiatives; and assists with writing and editing communications materials. Writes and posts content for social media channels, engages with the VPR Office audiences on social media, analyzes social media metrics, and prepares reports and recommendations for improvements. The Coordinator assists with the planning and execution of a wide range of communication initiatives, including event tactics, logistics and organization, the distribution of print promotional materials, and monthly email marketing initiatives. The Coordinator conceptualizes and organizes events and conferences that help to raise the profile and support the objectives of the VPR office.

DUTIES AND RESPONSIBILITIES

Under the direction of the Communications Officer, contributes to the achievement of the VPR’s communications strategies and supporting tactics.

Provides support to the Communications Officer with media-related inquiries; responds to inquiries as appropriate and redirects all non-routine inquiries to the appropriate staff member.

Writes content for media releases and liaises with University Communications in the distribution of information. Writes content for websites and various digital platforms by researching and/or interviewing relevant stakeholders as required.

Designs and produces promotional and information materials, both in print, PowerPoint and web formats. Manages and directs the maintenance of websites (VPR, SFU Innovates, and KEY, SFU’s Big Data Initiative), ensuring that web pages comply with appropriate policies, brand and language guidelines and standards, and reflect relevant and current content.

Assists with promoting VPR interests through social media channels such as Twitter, YouTube and Facebook by writing, monitoring and evaluating social media content.

Works on special projects such as accreditations, analyses of social media coverage, event and trade show planning and execution, writing news stories that showcase SFU research, etc., as assigned.

Conceptualizes and organizes events and conferences that help to raise the profile and support the objectives of the VPR office (e.g., the #BCTECH Summit) and other special internal or external events.

Makes recommendations to improve the efficiency and usability of templates, tools and processes.

Performs other administrative and communications duties as required and assigned by the Communications Manager.

DECISION MAKING

- Makes decisions when writing content for news stories, media releases and social media content.
- Makes logistical decisions and answers questions of event participants for VPR events.
RELATIONSHIPS

Supervisory
No direct reports.

Primary Working Relationships

Internal Connections - works with VPR faculty and staff, and students to gather information for web stories, press releases, etc. Works with University Communications staff on story ideas and provides information for potential stories that are promoted to the media.

External Connections – general public, media.

QUALIFICATIONS

Bachelor’s degree in Communications, Marketing, or related discipline, and two years of related experience, including one year of experience in event planning, or an equivalent combination of education, training, and experience.

- Excellent knowledge of print and electronic media and social media tools.
- Excellent interpersonal and communication (verbal and written) skills.
- Ability to write, proofread and edit news media and social media content into concise and informative digests.
- Ability to maintain a professional manner when interacting with external media partners as well as faculty and staff contacts.
- Ability to function effectively in a fast-paced, deadline-driven environment.
- Proficient in the use of standard word processing and spreadsheet applications, and graphic design and web development software (e.g., Adobe Creative Suite).