POSITION SUMMARY

The Coordinator, Marketing and Communications conceives, develops, and distributes content and promotional materials; and coordinates communications and public relations activities for Venture Connection entrepreneurship programs. Works in collaboration with the Associate Director(s) and other unit staff, to develop and manage content on Venture Connection’s website and social media channels; and liaises with VPR’s Communications Officer to ensure consistency with VPR websites. The Coordinator plans and organizes events and conferences that help raise the public profile and support the objectives of Venture Connection.

DUTIES AND RESPONSIBILITIES

Conceives, develops, and distributes content through print, web, and electronic communications channels to increase the profile for Venture Connection programs and events, and achievements of its faculty, students, alumni, staff and community participants. Works with VPR’s Communications Officer to ensure alignment with overall brand for VPR and its units, and for specific strategic initiatives. Works collaboratively with the Communications Officer to ensure brand consistency and messaging across all platforms.

Develops, or assists with the revision of promotional and informational materials for Venture Connection events, programs and activities that the unit organizes and supports. Promotes Venture Connection by developing and submitting materials to other SFU print and web publications including SFU News (print and online versions), “Issues and Experts”, and other university communications venues, and through the unit’s and SFU’s social media channels such as blogs, Twitter, Facebook, and YouTube.

Works collaboratively with staff to enhance communications within Venture Connection and its participants, and networks with contacts at other campuses, departments, Faculties, and in the community.

Works with staff in SFU’s University Communications office and the SFU Innovation Office to coordinate the identification and distribution of news to local, national, and international media. In collaboration with the Communications Officer, works with interested parties on media dissemination strategies to take story ideas from initial interest to publication or broadcast. In collaboration with University Communications and SFU Innovates staff, ensures consistency in identifying and communicating key messages and values, and engaging relevant audiences with regular content updates.

Responds to requests for information from the media or general public or makes referrals to an appropriate spokesperson or other University office.

Creates and/or prepares printed and electronic materials for distributing updates to Venture Connection stakeholders; coordinates the overall production of these updates (e.g., themes, authors, pictures, proofreading); and assumes responsibility for redefining the editorial and graphic line and its distribution, including sending updates to current and past program participants, other SFU departments, program funders, other educational institutions, and related industry contacts.

Works in collaboration with the Associate Director(s) and other unit staff, to develop and manage content on Venture Connection’s website and social media sites; liaises with VPR’s Communications Officer to ensure consistency with VPR websites and digital engagement with SFU’s master brand, Office of VPR brand identity, and compliance with University Communications’ web standards.

Designs and develops editorial content for the Venture Connections website by using a variety of computer illustrations, photography, video, and graphic design applications to ensure professional quality. Implements design and layout changes to the website. Monitors existing and/or upcoming Venture Connection websites and social media channels.

Provides technical assistance to other unit staff uploading information to the website.

Plans and organizes events and activities that help raise the public profile, support the objectives of Venture Connection, and meet funder needs, including community engagement, participant recruitment, and past-participants (alumni) events.
Generates ideas for, and organizes private and public events (e.g., workshops, conferences, receptions, and other events sponsored by Venture Connection). Assists program and funding partners with event and activity planning, including developing promotional materials, booking venues and resources, and program planning. Provides event costing for review and approval by the Associate Director(s).

In collaboration with VPR’s Communications Officer, identifies, evaluates, and recommends innovative communications strategies and methods to the Associate Director(s), to promote Venture Connection activities and achievements. Assists with the preparation of an annual communications strategic plan by conducting research, gathering data, and preparing reports and recommendations.

Implements communication plans for Venture Connection strategic priorities. Consults with internal and external stakeholders; identifies potential communication issues; and works with Venture Connection’s Associate Directors and staff to implement communication plans.

Assists the Associate Director(s) in the identification, collection, coordination and analysis of metrics to measure program performance.

Maintains internal displays of program promotion, staff and program achievements and commemoration of current and former participants.

Initiates and maintains contact, with past program participants regarding communications, in consultation with Associate Director(s), Alumni Relations staff, and staff in related SFU faculties and/or departments. Locates, contacts, and interviews past program participants to gather data on success beyond program completion and gathers testimonials for print and web publication as both a recruitment and public relations tool.

Creates and/or prepares marketing materials targeting past program participants to build relationships and reconnect past participants with Venture Connection.

**IMPACT OF DECISION MAKING**

Makes decisions regarding: issues that merit better or different communications strategies or content and makes recommendations to senior management; communication design, for both content and presentation, for final approval by senior management; logistical arrangements for events sponsored by Venture Connections; general content for unit communications; and negotiates specific content authoring with others.

**RELATIONSHIPS**

**Supervisory**

No direct reports. May provide work direction to other temporary or contract staff as required.

**Primary Working Relationships**

**Internal Connections** - Works closely with Associate Directors, Program Assistant, Event Assistants and other members of the departmental team. Coordinates with other communications positions throughout the university and interacts with program participants and contract mentors to gather information for communication purposes.

**External Connections** - Liaises with external event volunteers and other stakeholders (e.g., industry co-sponsors) to coordinate events and communications.

**QUALIFICATIONS**

Bachelor’s degree in Communications, Marketing, or other related discipline, with two years of related experience, including experience in writing communications content, event planning, and website design, or an equivalent combination of education, training, and experience.

Excellent knowledge of communications principles, practices, and techniques.

Excellent knowledge of, and ability to use specialized design software applications (i.e., Illustrator, Photoshop, etc.).

Excellent writing, copy editing, and layout skills.

Initial Effective Date: July 17, 2017

Latest Revision Date: November 6, 2017
Excellent communication (verbal and written) skills.
Excellent interpersonal, intercultural, and teamwork skills.
Excellent multi-tasking, organizational, and problem-solving skills.
Excellent event management skills.
Proficient in the use of standard office, web publishing, online content management systems, and graphic design applications (i.e., Dreamweaver, Flash, AEM).
Ability to use digital photography and videography, and to perform associated editing and manipulation of materials.
Ability to conceive, research, and develop content for various forms of written and graphic communications.
Ability to analyze participant satisfaction issues utilizing surveys and appropriate metrics.
Ability to conceptualize, develop, and manage strategic creative projects within timelines.
Ability to develop and maintain effective working relationships with internal and external contacts.
Ability to exercise mature judgment, sensitivity, and tact.

Initial Effective Date: July 17, 2017
Latest Revision Date: November 6, 2017