**A. IDENTIFICATION**

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<tr>
<th>Position Title:</th>
<th>Coordinator, Communications &amp; Engagement</th>
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<td>Department:</td>
<td>Executive Director - Vancouver Campus Administration</td>
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<tr>
<td>Position Reports To (Title):</td>
<td>Director, Finance &amp; Administration</td>
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<td>Date:</td>
<td>December 21, 2017</td>
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**B. POSITION SUMMARY**

Reporting to the Director, Finance & Administration, and working in close consultation with the Executive Director, SFU Vancouver, the Coordinator, Communications & Engagement is responsible for promoting and marketing SFU Vancouver activities internally and externally to target audiences and the general public. Supports community engagement initiatives sponsored by the Executive Director and manages various signature student events and internal engagement programs and events. Works closely with the Vancouver Campus Management Group, various faculties/departments, Student Services, and student societies to increase engagement and streamline marketing and communications service delivery at the Vancouver campus.

**C. DUTIES AND RESPONSIBILITIES**

**Communications, Design & Marketing (40%)**

*Communications & Marketing*

Provides leadership and coordination in promoting and marketing activities internally to the SFU community and externally to target audiences and the general public. Works closely with Vancouver campus departments and programs to support their communication initiatives.

Liaises with University Communications to design, deliver and evaluate appropriate strategic communications and marketing campaigns, including paid advertising.

Liaises with University Communications and departments to support campus programs through coordinated media relations (e.g. developing media releases, providing access to media training for campus programs and identifying/developing key stories of University priority on Vancouver campus).

Creates written, graphical, pictorial and video information for online and printed communications.

Oversees the design, development and maintenance of online campus communications including the Vancouver campus website; internal and external e-newsletters and public event listings and social media channels. Manages social media channels by monitoring content and engaging in dialogue to address questions, complaints, and compliments.

Reviews, compiles and disseminates weekly campus and external events listings to campus and community members.

Works collaboratively with IT services and University Communications to design and maintain major digital signage projects for campus marketing.

Develops written materials for Vancouver campus activities and events and works with the Executive Director, President’s Office, and other Vice-President’s offices to provide speech content, orientation documents and deliverables for signature campus events (e.g. annual Vancouver Campus holiday party, Researching the City).
Ensures that all communications, both online and print, adhere to the University's branding and design principles. Recommends print publishing and graphic standards, guidelines, and procedures to Vancouver Administration to support the development of brand marketing strategy for the Vancouver campus.

**Digital Print Design & Production**

Provides artistic and creative vision for the conceptualization, design, and assessment process of graphic and print materials for Vancouver campus events and programs. Provides leadership for and contributes to the creation of: site-specific display and design; and posters, brochures and event programs.

Liaises with internal groups on the production of promotional design materials for events and programs, external print companies on the development and production of print materials and SFU Vancouver partnered or sponsored events to ensure the Vancouver campus brand and identity is maintained and promoted.

**Campus & Community Engagement and Partnerships (25%)**

**Campus & Community Engagement**

In close working relationship with the Executive Director and Director, Finance & Administration, acts as a representative and voice for the Vancouver campus at various community events, committees and student events to promote and market the unique learning and engagement opportunities available in downtown Vancouver.

Develops, coordinates, and implements activities and events to foster campus community life and student retention (e.g. Fall and Spring Weeks of Welcome, Fall WOW Community BBQ, Student Ambassador Program, student leadership and volunteer programs). Networks with faculties, campus service providers, student service departments, and the Simon Fraser Student Society and Graduate Student Society.

Increases staff/faculty engagement and participation by conducting research and surveys to find faculty/staff interests and needs, and proposing new programs and events that will help drive campus engagement to a higher level.

**Committee Participation & Collaboration**

Participates in and contributes to relevant internal committees (e.g. community engagement and outreach working groups, student associations and unions, University marketing and communications, committees of the VP External Relations) to ensure the presence of the Vancouver campus.

Participates in and contributes to external committees including: city and neighbourhood business associations, educational learning partners such as the Vancouver Public Library, and neighbourhood development committees such as the Hastings Crossing BIA Connections Committee.

**Event Management & Program Coordination (25%)**

Oversees a variety of programming on campus and is the lead organizer, communicator and executor of these programs and events including the Spring/Fall Week of Welcome, Yoga, active stretch, meditation classes, Skill'ED sessions on professional development topics, Monthly Tea @ 3 functions, Bike to Work Week, Terry Fox Day, United Way Campaign, holiday party & President’s winter warmup event, Campus Open House and research showcase events, and other wellness programs based on annual survey results.

Manages all pre, on-site, and post-event activities. Researches and secures the venue, catering, and entertainment for events, monitors the operational activities at each venue, addresses concerns and resolves problems.

Works closely with Director, Finance & Administration on the financial management of all events. Manages program and event budgets by participating in the budget development process, preparing cost projections, administering
expenditures through the review and pre-approval of invoices and receipts for reimbursement, reviewing and reconciling expenditures, maintaining financial records, and preparing periodic status reports.

Liaises with other faculty and department personnel to coordinate and oversee the acquisition, development, and delivery of all related services and resources required for SFU Vancouver Administration hosted events.

Guidelines & Reporting (10%)

In collaboration with appropriate members of the Campus Management Group, develops and implements internal guidelines regarding Campus Communications and Engagement procedures on campus (e.g. content submission for campus electronic display, social media accounts, internal and external newsletters, and SFU Vancouver-community partnership agreements).

Ensures that all business processes, procedures and guidelines related to the Campus Communications and Engagement initiatives are documented, and centrally stored in shared document folders.

Assesses the success of each program and event via on-line or hard copy surveys and provides SFU Vancouver Administration & the Campus Management Group with appropriate reports and statistics.

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.

- Makes decisions regarding the development and recommendation of advertising and promotional campaigns for Administration and partnered events.
- Identifies and recommends appropriate suppliers for cost-effective creative, media, signage and promotional activities/materials.
- Makes decisions regarding the content, design and creation of print, electronic, web, social media and collateral materials for programs and events. Manages inquiries and decides when to report issues to supervisors.
- Makes recommendations on the development of copy, strategic plan and processes, objectives, evaluates project alignment with SFU Vancouver initiatives and compliance with University branding.
- Makes decisions on how to design, market, and schedule events and activities, in conjunction with planning committees and the Director, Finance & Administration. Manages general administration and operation of pre, on-site, and post-event activities.
- Identifies and recommends event and program offerings from Student Service units that would fit the need of the Vancouver Campus.
- Coordinates and directs the work of volunteers, co-op students and work study students involved with the delivery of the communication programs and activities. Provides orientation/training and allocates/prioritizes work assignments.
- Manages budget expenditures according to parameters agreed upon with the Director, Finance & Administration.

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

- Approval and sign off of invoices.
- Program plan and event approval.
- Expenditures beyond budget and sponsorship funding targets.
- Final approval of venue selection and marketing/advertising web and print materials.
- Service agreements with SFSS/GSS or other areas of the University.
- Serious staff and volunteer performance issues.

E. SUPERVISION EXERCISED

Indicate the number of continuing employees for whom the position is responsible.

Number of continuing employees reporting directly to the position: 0

Total number of continuing employees for whom the position has direct responsibility: 0
F. SUPERVISION RECEIVED

The day-to-day activities of this position are performed under general supervision by the Director, Finance & Administration, and the Executive Director, SFU Vancouver campus. Weekly meetings are held between the incumbent and the Director, Finance & Administration, to discuss projects and priorities and to provide feedback.

G. UNUSUAL WORKING CONDITIONS

Required to work outside the normal office hours including evening and weekends to run events and programs. Occasionally required to occasionally travel within the Lower Mainland.

H. ENTRANCE QUALIFICATIONS

Bachelor's degree in Communications or Business Administration and three years related experience in event management, marketing, design, and communications, or an equivalent combination of education, training, and experience.

Excellent knowledge of communication, marketing and design principles

Excellent knowledge of web, social media, and blogging content management, preparation, and design.

Excellent oral and written communication skills.

Excellent project management skills.

Excellent customer service skills.

Excellent financial management and administration skills.

Excellent organizational, problem-solving, and analytical skills.

Ability to conceptualize, develop, and manage projects within timelines and budgets.

Ability to research and draft communications including speaking engagement notes, activity reports, and website content.

Ability to exercise tact, discretion, and diplomacy.

Ability to train and direct the work of volunteer and temporary staff.

Ability to establish relationships and work collaboratively with others.

Proficient in the use of standard office and graphic design applications and content management systems (e.g., MS Office, Illustrator, InDesign, Photoshop, Adobe Experience Manager).