DUTIES AND RESPONSIBILITIES

1. Working closely with the supervisor, co-Directors, and other members of the program team, the Communications, Engagement and Recruitment Officer develops and deploys the communications activities across RADIUS programs and platforms. The Officer develops and maintains content, and ensures that the RADIUS voice and identity are consistent, compelling, and drive the recruitment and retention of the RADIUS community. The Officer arranges events and activities, and is an ambassador for the RADIUS vision.

2. Engages and builds the RADIUS community, online and offline, with relevant stories, information and opportunities across various platforms to support RADIUS’ mission and the achievement of organizational goals by:
   - Coordinating communication deliverables and deadlines across the team
   - Supporting promotion for events, programs, and partner initiatives
   - Supporting communications with key internal (SFU) and external stakeholders to ensure continued positive engagement with RADIUS
   - Coordinating and liaising with SFU and Beedie communications and media relations teams
   - Compiling and distributing the monthly newsletter; coordinating, generating and distributing promotional content across social media channels/calendars/feeds; and coordinating graphic design and copy-editing for promotional materials
   - Managing and updating website content; developing stories of RADIUS activities; driving website traffic to recruitment efforts; managing basic wordpress updates as required; and supporting website re-development as required
   - Producing reports and/or marketing and fundraising materials including graphic and video products
   - Supporting PR and media opportunities (e.g., drafting, reviewing, etc.)
   - Maintaining the departmental CRM database
   - Coordinating external sponsorship or RADIUS participation in partner events
   - Representing RADIUS at events
   - Amplifying the marketing content and milestones of RADIUS program participants and alumni

3. Develops and drives recruitment strategies across RADIUS programs, activities and events by:
   - Coordinating recruitment initiatives for RADIUS programs to strengthen, connect and broaden the RADIUS community
   - Liaising with relevant staff to develop program recruitment goals and strategies
   - Building and maintaining relevant pipelines of program participants and referrals
   - Developing and implementing marketing and recruitment strategy for programs, including fee for service training programs

4. Works with the supervisor and Program Managers to develop and execute events supporting RADIUS mission and program goals and continuous learning and network development for RADIUS community by:
   - Arranging speakers and community events
   - Supporting program-specific event planning requirements
   - Creating and executing event work plans
   - Providing onsite event operations support
   - Determining resource allocation within pre-approved budget parameters

5. Works with the supervisor to support a robust RADIUS community at the Charles Chang Innovation Centre by:
   - Managing the booking system; arranging social events and continuous learning opportunities through the RADIUS Hub
   - Acting as the first point of contact for the RADIUS community (onsite at the office and across digital platforms) and responding to RADIUS community’s needs
IMPACT OF DECISION MAKING
Makes decisions regarding:
- Defining communications and engagement goals to support organizational and programmatic goals
- Execution of communications strategy and engagement initiatives within approved budget
- Design of communication products, both content and presentation
- Event design and logistics within approved budget
- Day-to-day relationship management with the RADIUS community
- Social media posts regarding calendar activities and content
- Relationship building activities for the recruitment pipeline to support approved strategy
- General content for departmental communications
- Execution of other communications strategies within approved budgets

RELATIONSHIPS
Establishes and maintains relationships with peers and contacts with access to information and to key business partners. Shares information and advice on how to get things done and who to involve.

Primary Working Relationships
Internal Connections – Works collaboratively with other staff on programs and events. Interacts with key internal (SFU) contacts to support understanding of, and alignment with RADIUS activities.

External Connections – Builds and maintains relationships with potential and existing RADIUS community members. Interacts with key external contacts to support understanding of, and alignment with RADIUS activities.

QUALIFICATIONS
Bachelor’s degree in Communications, Marketing, or a related discipline, and four years of relevant experience in communications and/or marketing, event planning, website content management and basic design, or an equivalent combination of education, training, and experience.

- Excellent knowledge of best practices and trends in communications, marketing, and public relations.
- Excellent knowledge of print and electronic media, social media, desktop publishing applications, and web, wireless, and content-management technologies.
- Good knowledge of social innovation, social entrepreneurship and/or change-making.
- Good knowledge of pipeline development or recruitment practices.
- Good knowledge of CRM systems, Asana, Slack, Google Drive and other project management tools.
- Excellent organizational and event management skills.
- Excellent interpersonal and communication skills (written, verbal and presentation).
- Excellent attention to detail skills in managing organizational systems.
- Ability to manage project budgets.
- Ability to coordinate content production and workflow, using team project management tools.
- Ability to develop integrated communication and engagement strategies to support organizational or project goals.
- Ability to develop and implement communication plans for programs.
- Ability to write a variety of communications content for print and web publication.
- Ability to manage the WordPress platform for website development, maintenance and updates.
- Ability to interact productively and professionally with a wide range of internal and external stakeholders.
- Proficient in the use of standard office, web publishing, and graphic design applications.

Initial Effective Date: January 23, 2018
Latest Revision Date: