Invites applications for the following position(s):

**COMPETITION NUMBER: 434**

**Administrative and Professional Staff (APSA)**

**Continuing Position**

**COORDINATOR, COMMUNICATION AND MARKETING, GRADE 7**

**HEALTH AND COUNSELLING SERVICES**

**POSITION NUMBER: 697**

**POSITION OUTLINE:**

Reporting to the Director, Health and Counselling Services, and working closely with members of the department, the Coordinator, Communications & Marketing participates in the development of communication and marketing strategies, programs, and initiatives. These strategies, programs, and initiatives include: branding initiatives for SFU Health and Counselling related initiatives and programs; advertising for student engagement; and activities related to internal and external stakeholders, such as faculty, staff, and community partners. The Coordinator acts as the copywriting, copyediting, and social media expert responsible for creating, managing, and updating content for various marketing materials as well as creating and implementing email and social media marketing initiatives. The incumbent of the position creates, manages, and writes content (audio, video, and text) for the various SFU Health and Counselling Services websites. The Coordinator oversees the activities of volunteers, coop students, and temporary and contract staff. The incumbent coordinates the presence and participation of Health and Counselling Services personnel at on and off-campus events.

**QUALIFICATIONS:**

- Undergraduate degree in Communications, Marketing, Public Relations, or related field with four years of related experience in the design, planning, and execution of marketing/communication plans, OR an equivalent combination of education, training, and experience.
- Excellent knowledge of communication, promotion, and marketing principles, practices and strategies using print and electronic media, including excellent knowledge of current social media applications.
- Excellent knowledge of website development, online content management systems, social media dashboards and performance measurement tools (e.g., Google Analytics).
- Excellent interpersonal skills and communication skills (oral and written).
- Excellent organizational, multi-tasking, problem-solving, and project management skills.
- Excellent research, copyediting, and copywriting skills.
- Excellent communication skills (oral and written).
- Proficient in the use of software applications (e.g., Illustrator, InDesign, Photoshop, Dreamweaver, etc.).
- Ability to use digital photography and videography, and to perform associated editing and manipulation of materials.
- Ability to adapt writing style for various audiences.
- Ability to establish relationships and work collaboratively with others.
- Ability to prioritize and work with frequent interruptions.

**SALARY RANGE:**

$54,900 to $65,561 per annum

**START DATE:**

August 21, 2017

A detailed resume and cover letter quoting **Competition #434** must be received in our office by **4:30 pm on July 31, 2017**, addressed to the attention of Deborah Walker, Human Resources Advisor. Please follow the application instructions at: http://www.sfu.ca/hr/prospective_employees/HowToApply.html.

We thank all applicants for their interest; however, only those selected for interviews will be contacted.

*The University is committed to the principle of equity in employment*

A more detailed job description may be obtained at www.sfu.ca/jobpostings