



Kwantlen Student Association

JOB DESCRIPTION

Position: #

A. IDENTIFICATION

Position Title:	Marketing and Communications Coordinator
Department:	Marketing and Communications
Wage:	\$25.18/hr.
Hours:	40 per week
Location:	Surrey Campus, Varies
Union Component:	BCGEU 704
Classification:	Coordinator 2

B. POSITION SUMMARY

The Marketing and Communications Coordinator is responsible for the planning, design, and execution of all Kwantlen Student Association (KSA) marketing and communications strategies and initiatives. Responsibilities include, but are not limited to, the design and distribution of marketing and promotional materials, coordination of internal and external communications, oversight of the KSA's website and social media platforms, and coordination of the organizational brand. This position must always, during the course of their duties, uphold the KSA Constitution, Bylaws, Regulations, Procedures, Collective Agreement and Strategic Plan.

C. DUTIES AND RESPONSIBILITIES

- Research, develop, and coordinate KSA branding and messaging.
- Provide graphical and branding assistance in the creation of key external communications and press releases.
- Design and produce KSA print and digital media – including posters, flyers, signs, banner advertisements, etc.
- Develop marketing materials for departments in conjunction with program coordinators • Work with program coordinators on purchasing and design of physical marketing materials.
- Monitor inventory of physical marketing materials
- Provide marketing support for KPU Orientation activities.
- Provide design support for Annual Report
- Development of KSA Style guide/Support use of Style Guide
- Promotion of KSA led activities, events, campaigns, and initiatives to the student body.
- Purchasing advertising space for promotion of KSA events and activities
- Design, produce, and oversee distribution of the annual student handbook.
- Create and maintain comprehensive external communication strategy including students, the public, and vendors.
- Work with the Policy Coordinator to review and develop internal and external communications policies.
- Provide direction and oversight of the KSA social media, Blog, and KSA website.
- Coordination and production of regular Mass Student Emails
- Maintain/Update Information on KSA Website
- Provide support for student Executives and staff members in their respective initiatives as requested by supervisor.
- Maintain internal and confidential records – including student information

D. OCCUPATIONAL REQUIREMENTS

- Must possess a post-secondary degree or equivalent – Marketing, Communications, Design preferred.
- Minimum 3 years of marketing and/or communications experience required.
- Advanced knowledge of Adobe Creative Suite (Illustrator, Photoshop, InDesign) required.
- Detailed knowledge of social media platforms and strategies required.
- Exceptional written and verbal communication skills, including content development required.
- Knowledgeable and familiar with university student life
- Personable, empathetic, professional, and well organized
- Ability to work effectively independently, or as part of a team, as required.
- Experience working with people from a variety of diverse backgrounds is an asset.
- Have a desire to learn and a passion to make a difference in the world

KSA hires on the basis of merit, is committed to employment equity, and encourages all qualified individuals to apply. Only candidates selected for interviews will be contacted.