

Communications and Marketing Coordinator – (.6 FTE)

Reporting to the Director of Communications and Marketing the primary responsibilities of the Communications and Marketing Coordinator include the following: coordinate production of design print materials for the Communications and Marketing (C&M) Department, provide key administrative support around design projects, collaborate effectively with the department's designer, highlighting and tracking critical timelines, serve as the chief supplier contact, and obtain materials from clients for timely production of scheduled projects.

Responsibilities:

- Production Coordination
 - Work collaboratively and in consultation with the C&M Department in setting priorities
 - Organize calendar materials and prompts required for production
 - Establish critical timelines and apprise the C&M Department of project deadlines
 - Manage client-relations, keeping design clients informed of project status
 - Serve as the production coordinator for both *The Blazer* and *Currents* magazines
 - Independently open and prepare some design projects in accordance with responsibilities or in consultation with the department's designer
- Marketing / Advertising
 - Coordinate print ad campaigns for assigned internal clients
 - Plan and book print advertising display space with suppliers for specific internal clients
 - Coordinate exterior rental and display signage or initiate department preparation of event signage, working with the Facilities Department
 - Coordinate online advertising, including free online calendar promotions
 - Coordinate the department's electronic/digital communication campaigns
 - Set priorities for content, plan and produce monthly iContact newsheets, monthly event posters, weekly bulletin announcements, and digital calendar notices
- Social Media
 - Serve as one of the department's social media administrators, working in conjunction with the department's web developer and writer/social media coordinators
 - Handle small social media writing assignments and occasional news releases and stories for *The Blazer* and *Currents*
 - Draw on a broad knowledge of CMU events and programs to provide appropriate social media marketing support
- Other Duties
 - Assume a lead role in proofing design materials, and share general proofing responsibilities with the Department team
 - Supervise one of the department's part-time student employees
 - Assume other duties from time to time as strategic emphasis evolves

Qualifications:

- A commitment to the Christian church and CMU's mission, purposes and programs
- University degree and appropriate professional training
- Excellent organizational and administrative skills
- Strong written and oral communication skills
- Familiarity with Microsoft Office Suite
- Ability to function within a Mac-platform office
- Skill in use of Adobe InDesign for some design work and for file management, access, and troubleshooting is a significant asset
- Capacity to effectively utilize social media instruments (digital newsheet software, Facebook, Twitter, YouTube, etc.)
- Available for some off-campus and after-hour events

Inquiries should be directed to Dianna Robson, Director of Human Resources at 204-594-0532. Applications will be reviewed and accepted upon receipt and will be accepted until this position is filled. Applicants should send a resume along with the names of three references, in confidence to:

hrdirector@cmu.ca

or

Director of Human Resources
Canadian Mennonite University
500 Shaftesbury Blvd.
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