

Communications and Marketing Coordinator
Salaried .5 FTE, Anticipated Start Date August 2018

CommonWord exists as a partnership between Canadian Mennonite University and Mennonite Church Canada. Its mandate is to curate and provide Anabaptist and related resources for individuals, congregations, university and the wider community. The details of the mandate are established by the CommonWord Management Committee.

Reporting to the Director, the purpose of the position is to develop and implement a communications and marketing strategy for CommonWord in order to grow local and online sales and the ministry reach to the Mennonite and ecumenical church and wider communities.

Key Duties:

- Work collaboratively with the Director in setting marketing priorities, to include new sale, loan and digital promotional campaigns, in-store signage and product placement and other marketing initiatives
- Oversee CommonWord's communications calendar and assume a lead role in advertising initiatives, social media communications, blog coordination, and the *Curator*. This would include regular communication to partner constituencies through CMU's and MC Canada's channels
- Provide basic graphic design support in collaboration with CMU Communications
- Coordinate special event details, including book launches and open houses
- Aid in the ongoing maintenance of CommonWord's website
- Report regularly to the Director about various marketing analytics and data analysis
- Customer service help, as needed

Qualifications:

- A commitment to the Christian church and CommonWord's mission
- Post-secondary degree/diploma and/or appropriate professional experience
- Excellent organizational and administrative skills
- Strong written and oral communication skills
- Skill in use of Adobe InDesign, Photoshop, Illustrator for design work is a significant asset
- Familiarity with Microsoft Office Suite
- Capacity to effectively utilize social media instruments (Facebook, Twitter, Instagram, YouTube, etc.)
- Availability 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 upon receipt and will be accepted until this position is filled. Applicants should email a resume (PDF or Word document) along with the names of three references, in confidence to hrdirector@cmu.ca or to Director of Human Resources, Canadian Mennonite University, 500 Shaftesbury Blvd. Winnipeg, MB R3P 2N2