

Job Description



Job Title:	Coordinator, Marketing and Communications
Department:	Print + Retail Solutions
Reports To:	Manager, Business Development and Marketing
Jobs Reporting:	None
Salary Grade:	USG 6
Effective Date:	February 2020

Primary Purpose

The Coordinator, Marketing and Communications develops and implements marketing and communication strategies, and provides promotional planning support for Print + Retail Solutions. In addition, this position is responsible for coordinating events and the effective planning and execution of open houses, pop-up shops, author events, concourse sales and student engagement initiatives. The Coordinator, Marketing and Communications provides creative and logistical support to the marketing team and the entire department; in particular, the incumbent is responsible for the day-to-day administration and monitoring of the P+RS promotions and events calendar, social media channels, and donation and sponsorship program.

Key Accountabilities

Promotion Planning and Support

- Works with the Communications Design Specialist and the Manager, Business Development and Marketing to support the development and execution of marketing and communication strategies for Print + Retail Solutions
- Coordinates the planning of a comprehensive and informative departmental promotions and events calendar with the marketing team, department teams and campus partners
- Ensures that all marketing and communication support materials for retail and print locations, including special events and sales, are produced and delivered in a timely manner
- Administers surveys using industry standard online tools (e.g., Survey Monkey, Qualtrics)
- Analyzes questionnaires and other forms of customer feedback
- Performs market research including: identifying, monitoring and analyzing other campus retailers, off-campus retail trends, and opportunities
- Monitors, evaluates and reports on the effectiveness of marketing initiatives using tools such as evaluation forms, questionnaires, surveys, focus groups and dashboard reports
- Assists the marketing team in developing consistent, reliable processes for marketing activities, including post-plan analysis reports containing broad team feedback, to ensure continuous improvement of marketing initiatives and enhanced customer engagement

Event Coordination

- Coordinates all P+RS events and logistical support, including planning, setup, tear-down, debrief meetings, documentation, and acting on learnings from past events in the future, etc.
- Establishes standardized event procedures and checklists, and works with P+RS team members to execute according to plans
- Conducts pre- and post-event evaluations and provides detailed reports on outcomes and learnings
- Makes recommendations for continually improving event procedures

- Scans the university environment and makes recommendations on new events that P+RS should be involved in to increase customer engagement, elevate our brand and enhance connections across the university community
- While primary accountability is for coordination of P+RS events, the Coordinator, Marketing and Communications will be expected to participate in events, often outside regular business hours

Collaboration and Customer Service

- Interacts regularly with all P+RS staff and supports cross-promotion of products and services wherever possible
- Establishes and maintains strong partnerships and relationships with units throughout the university and the Affiliated and Federated Institutions that help P+RS achieve its goals, while ensuring that P+RS is represented professionally
- Commits to positive interactions with all customers and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service

Communications

- Craft copy for digital content, including social media, web content, and video scripts
- Assists the Administrative Officer and others as needed with internal departmental communication (e.g., planning and publishing the weekly Print + Retail Solutions newsletter, to keep everyone apprised of our departmental priorities)

Sponsorship and Donation Coordination

- Acts as the primary point of contact for donation and sponsorship requests from campus groups
- In collaboration with the Manager, Business Development and Marketing – and others when required (e.g., Manager, Accounting & Financial Analysis) – evaluates and responds to requests to ensure that they are compliant with our sponsorship policy and will have meaningful financial and/or non-financial return-on-investment for P+RS (e.g., building brand awareness)
- Manages the sponsorship budget and facilitates the provision of sponsored products and services to campus groups

Social Media, Web and Outreach

- Researches industry best practices, new platforms, emerging ideas, etc... and tests new ideas regularly
- Works with the marketing team to manage all aspects of the P+RS social media presence
- Develops and implements an engaging and cohesive social media strategy that benefits all areas of P+RS
- Ensures content is timely, informative, appealing and engaging
- Interacts with customers online, sometimes outside regular business hours, including using good judgment to determine if an issue should be escalated
- Leverages current and emerging social media platforms including Facebook, Instagram and Socialbakers to meaningfully engage with P+RS customers
- Evaluates and reports on social media campaigns using best-practice metrics and industry standard KPIs
- Maintains and develops the W Rewards mailing list and ensures compliance with CASL
- Continuously seeks out and shares opportunities to leverage the W Rewards loyalty program

Job Description



**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education <ul style="list-style-type: none">• College diploma or university degree in marketing, communications, or a related discipline; equivalent combination of education and/or experience will be considered
Experience <ul style="list-style-type: none">• Minimum two years' experience in a marketing environment; experience in retail and/or post-secondary settings will be considered an asset• Project and/or event management experience required• Demonstrated experience with developing and implementing effective social media strategies
Knowledge/Skills/Abilities <ul style="list-style-type: none">• Ability to manage multiple projects, solve problems with a strong attention to detail, including working effectively with other team members to keep projects on schedule and within budget• Strong organizational and time management skills coupled with the ability to meet deadlines, and excel in a fast-paced environment characterized by changing priorities, without compromising our customer-oriented approach• Solid understanding of business operations and marketing processes, including business acumen and analytical skills• Highly developed interpersonal and communication skills• Strong writing skills for the development of communications, social media and website content and communicating professionally with customers and colleagues• Strong critical thinking abilities• Intermediate skill in MS Office• Experience and skill with Adobe Creative will be considered an asset• Valid 'G' Driver's Licence required in order to support events

Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent maintains excellent relationships with faculty and academic support units as well as student groups to ensure positive positioning for P+RS.
- **Level of Responsibility:** This position is responsible for supporting the overall marketing and promotion of all P+RS products and services.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above, subject to approval by the Manager, Business Development and Marketing.
- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. Lifting (up to 50 lbs occasionally), bending and stretching is required from time to time, in order to set up events and move/display products for sale. Extended periods of time sitting at a desk and working at a computer.
- **Working Environment:** This position works in a typical retail store and office environment. There will be unusual hours or schedules, including extended weekend and weekday hours for events and social media engagement, and varying volumes of work at different times of the year.