



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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Keewatin, ON P0X 1C0

Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/05

Marketing Coordinator

Job ID	26-C1-ED-3D-64-C4	
Web Address	https://careers.indigenous.link/viewjob?jobname=26-C1-ED-3D-64-C4	
Company	Branksome Hall	
Location	Toronto, Ontario	
Date Posted	From: 2023-03-29	To: 2023-04-28
Job	Type: Full-time	Category: Education
Job Start Date	As soon as possible	
Languages	English	

Description

Marketing Coordinator

Employment Terms: Full-Time, Permanent

About Branksome:

Branksome Hall, a leading independent International Baccalaureate (IB) World School for girls challenges and inspires students to love learning and shape a better world. Through the unique combination of wellbeing, outstanding academics and international mindedness, Branksome Hall students and employees become impactful leaders who give back to their communities. With our values of Sense of Community, Inclusiveness, Creativity and Making a Difference as a foundation, Branksome Hall offers a strong liberal arts curriculum that develops critical thinking and inquiry skills.

What We Offer:

- A hybrid work environment;
- A competitive package including a comprehensive benefits package and a matching RRSP program;
- Vacation starting at three weeks with additional paid "Branksome days";
- Access to professional development opportunities and internal training opportunities;
- Access to state of the art facilities and resources to support innovation, entrepreneurship and well-being, including a fitness center and salt-water swimming pool;
- Opportunity to take part in our lunch program (taxable benefit).

Come Make Your Mark:

We are seeking a dynamic Marketing Coordinator to support the full range of marketing coordination activities. You will play a pivotal role in the Advancement and Community Engagement department.

Reporting to the Associate Director of Marketing and Events, the Marketing Coordinator will contribute to existing marketing, events and alum communications programs, while assisting with the development of new advertising and event marketing initiatives for the admissions cycle. You will have prior experience with a wide range of marketing functions, including branding, advertising, communications, event planning, digital marketing, and social media.

Responsibilities Include but Are Not Limited To:

- Assist in the implementation of Branksome Hall's brand strategy, specifically in support of the school advertising campaign;
- Project manage the creative asset development of the ad campaign and general marketing initiatives, including the scheduling of photography and videography, recruitment of participants, media usage releases from talent and coordination of on- and off-campus shoots;
- Execute the on media-buying program, ensuring delivery of creatives per approved plan and deadlines, coordinating Media Purchase Approvals and tracking deliverables spreadsheet between advertising, design agencies and media-buying companies;
- Coordinate the production and delivery of Our Kids Media deliverables and programs, in conjunction with the Admissions team;
- Assist with website page updates, focusing on landing pages for paid advertising (homepage, welcome to admissions, scholarships);

- Coordinate SEO work, including transfer of plans in between agencies and making required updates;
- Coordinate the completion and distribution of brand and communications style guide;
- Assist our Alum Relations Officer with communications, event marketing, planning and promotional activities, as well as contributing to the engagement strategy of the online networking platform;
- Assist our Events Specialists with promotional materials for various events activities across the school, including the creation of invitations, programs, video and photo coordination;
- Maintain and update the department's project management platform, as well as the directory of suppliers and freelancers;
- Other duties as assigned.

What You Bring:

- A university or college degree in a related field (marketing, advertising, or communications) with 4 - 5 years' progressive. An equivalent combination of education and experience will be considered;
- Past event management experience and experience in an educational institution would be considered an asset;
- An understanding and the ability to plan, budget and forecast effectively;
- Superior written, verbal communication and presentation skills;
- Excellent project management skills and strong analytical skills;
- Knowledge of traditional, digital, content and social media marketing;
- Technologically savvy, you will have experience with HTML, design and email software, Microsoft Office and Google Suite applications.

How to Apply

Click "Apply Now"

To play a pivotal role within a leading educational institution, please submit your cover letter and resume. Applications will be reviewed as of April 14, 2023, and the posting will remain active until filled.

Applications will also be accepted by mail and can be sent to the address below:

Branksome Hall - Human Resources

10 Elm Avenue

Toronto, Ontario

M4W 1N4

Branksome Hall is an equal opportunity employer and welcomes applications from all candidates who meet the minimum requirements for the position. Branksome Hall is strongly committed to diversity, equity and inclusion within its community and especially welcomes applications from racialized persons/persons of colour, Indigenous/Aboriginal People of North America, persons with (dis)abilities, LGBTQ persons, and others who may contribute to the further diversification of ideas, and champion diversity in its broadest sense. Accommodations are available upon request for candidates engaging in all parts of the recruitment and selection process at Branksome Hall.

We thank all candidates for their interest, however, only those selected for an interview will be contacted.

To learn more about working at Branksome Hall, please visit www.thinkerswanted.ca or visit our website at www.branksome.on.ca.