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
L9 P23 R4074 HWY 596 - Box 109
Keewatin, ON P0X 1C0

Job Board Posting

Date Printed: 2024/05/02

Careers.Indigenous.Link

MARKETING, COMMUNICATIONS & EVENTS COORDINATOR

Job ID	**53706-8599**	
Web Address	https://careers.indigenous.link/viewjob?jobname=53706-8599	
Company	McMaster University	
Location	Hamilton, ON	
Date Posted	From: 2023-03-28	To: 2050-01-01
Job	Type: Full-time	Category: Education

Description

Ranked as one of the world’s Top 100 universities, McMaster University is devoted to the cultivation of human potential, realized through our innovative educational programs, cutting-edge research, and the diverse students, faculty, staff and alumni who make up the McMaster family. Dedicated to creating a Brighter World, we recognize that our people are our most valuable resource. Those who join McMaster will find a community of talented individuals who are inspired by the university's commitment to embodying the values of integrity, quality, inclusiveness and teamwork. It is through these talented individuals, their creativity and drive for results that McMaster University has earned its reputation as being Canada's most innovative university. The Faculty of Health Sciences (FHS), the largest Faculty within McMaster, has an unwavering commitment to collaboration, strategic partnerships, accountability, innovation, excellence, integrity and optimism. Our pioneering approaches to education and our reputation for world-class research has consistently placed McMaster among the top 50 universities in the world for health and medicine. The Faculty enjoys close relationships with its academic hospital partners, as well as strong collaborations with researchers in Canada and around the world.The Office of Continuing Professional Development (CPD) works to advance health sciences and medical education along with professional development opportunities for McMaster Faculty of Health Sciences (FHS) faculty members and associated healthcare professionals, with a focus on quality improvement. This position is responsible for developing and executing marketing and communication strategies that meet the needs of the unique target audiences served by each of the portfolios within the Office of CPD, while advancing the integrated brand identity of CPD. This position will also lead the development of engagement strategies using tools such as social media, newsletters, and e-mail marketing to promote participation in events and oversee the implementation of related activities. Additional responsibilities include the development and oversight of a coordinated website, content writing for both print and digital mediums, and analysis of demographic and related data to design strategies and address market trends. There may be times this role is expected to support the planning and delivery of smaller scope events.   Job Summary: Responsible for planning, developing, coordinating, implementing, and evaluating strategic marketing and communication plans and incorporating new infrastructure to support the communication and event activities that serve to enhance the overall profile of a department. Provide support to event coordination activities. Purpose and Key Functions:

- Develop & coordinate strategic marketing and communication plans for the promotion of the department ensuring objectives and target demographics are clearly defined.
- Conduct ongoing market research which includes administering surveys, event evaluations, and planning, coordinating, and facilitating focus groups and other forms of assessment.
- Develop the infrastructure to support the marketing and communications strategy on an ongoing basis.
- Provide recommendations on the future development of marketing and communication strategy, structure, function, and activity.
- Complete annual needs assessments and write business plans which include the development of communication and events objectives.
- Design, build and update the website, coordinating with department staff to evaluate web analytics, usability, and relevance.
- Develop content, design, edit and maintain information on the social media sites.
- Create and approve promotional materials based on marketing strategies, ensuring compliance with University brand standards.
- Provide support for the planning and execution of logistics for various events and activities, including providing recommendations on the suitability of space, venues, and set up required for various events.
- Provide event management and marketing advice to others.
- Compile and disseminate ad hoc reports and products to broad audiences and stakeholders.
- Write and design communications, marketing, and dissemination tools for diverse audiences, internal and external to the University, in print and electronic formats.
- Develop, cultivate, and maintain relationships with various groups and stakeholders.
- Develop presentations and present information at a variety of events.
- Conduct database and web searches to locate documents and articles that can be used for reference in marketing tools.
- Update and maintain information in databases. Remain current with frequent developments in social media platforms, technology, and trends in the communication field and Canadian legislation and policy which relate to marketing, data collection, privacy, and accessibility.

Supervision:

- Provide functional guidance to others on an ongoing basis.
- Has ongoing responsibility for supervising (may include selection) of 1-9 casual employees. Provide orientation and show procedures to others.

Requirements:

- Bachelor's degree in Communications, Marketing, or a related field of study. Requires 3 years of relevant experience.

Assets:

- Exceptional copywriting skills and the ability to create content for a variety of mediums and platforms.
- Knowledge of AODA and accessible content design and writing.
- An understanding of the post-secondary and clinical education environments.

- Strong organizational and prioritization skills to be able to manage working on multiple projects simultaneously.
- Heightened awareness of diversity, equity, and inclusion with respect to experiences and styles.
- Experience with data analysis to inform strategy. Good judgement with the ability to work independently.

Additional Information:

- This position works in a hybrid model with a standard schedule of 2 days per week in the office setting and 3 days per week remote. The schedule varies depending on operational needs and may require you to work outside of regularly scheduled hours including evenings and weekends to accommodate event delivery.

For more information, visit McMaster University for MARKETING, COMMUNICATIONS & EVENTS COORDINATOR