



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



Careers.Indigenous.Link

Date Printed: 2024/05/04

MARKETING COORDINATOR

Job ID	55134-7396	
Web Address	https://careers.indigenous.link/viewjob?jobname=55134-7396	
Company	McMaster University	
Location	Hamilton, ON	
Date Posted	From: 2023-05-17	To: 2050-01-01
Job	Type: Full-time	Category: Education

Description

Are you interested in helping to create a Brighter World? McMaster University fuels curiosity, inquiry and discovery. Every day, we push the boundaries of knowledge through our world-class, interdisciplinary research and our ground-breaking approaches to teaching and learning. Our students, researchers and staff are among the best and brightest. We are seeking an equally talented Coordinator, Marketing & International Recruitment to help develop and support McMaster's marketing strategy that helps us to reach our ambitious international student recruitment goals. Department Description: Communications Marketing and Public Affairs (CMPA) is responsible for McMaster's communications (including, media relations, issues management, internal communications, neighbourhood relations), marketing and branding, and public affairs with all three levels of government. The Role: The Coordinator, Marketing & International Recruitment will support and implement key aspects of the University's international recruitment marketing and engagement strategy. They will support the work of the International Recruitment Marketing team, and build partnerships with other CMPA colleagues and recruitment practitioners across the university. The Coordinator, Marketing's work will play a key role in supporting all the activities associated with attracting the best and brightest international students and building a strong global brand, including but not limited to creative development, advertising, email marketing, and content development. These activities are strategic and designed to promote a positive public image of the University to all international audiences including: prospective students, parents, guidance counsellors, the media, alumni, government officials and opinion leaders in both the internal and external community. The position regularly works with colleagues in central teams as well as faculties, with students, external partners and agencies. Job Summary: Under the direction of the Manager, Marketing this position supports a variety of marketing duties designed to attract and engage prospective international students. Responsibilities include supporting the development and approval of marketing content for a variety of platforms including, but not limited to, email marketing journeys, prospective student websites, advertising units, and video testimonials. This role supports the implementation of creative strategies and content to grow audience engagement, particularly on digital platforms, including WordPress, and Microsoft Dynamics CRM. The position contributes to a wide scope of marketing produced by CMPA, including marketing content requirements for various McMaster faculties and programs with international recruitment priorities, as well as institutional campaigns. This involves interacting with various stakeholders to ensure content produced reflects McMaster University's positioning and branding to diverse audiences. Accountabilities:

- Update and maintain the content on the Future International website.
- Run student pre-interviews and collaborate with CMPA's visual content team in order to deliver all photography and video marketing requirements.
- Remain current on upcoming events, institutional priorities and sensitivities to ensure all are reflected appropriately in our communications and marketing.
- Update and maintain photo layouts, videos and designs for web sites and publications.
- Develop and implement interactive online photo galleries.
- Coordinate the input and submission of information from a variety of sources.
- Ensure the comprehensive and orderly flow of information.
- Coordinate and plan weekly stakeholder meetings with faculty and program colleagues.
- Provide information to others regarding McMaster policies and standards on editorial, design, digital photography

services and website maintenance.

- Provide basic technology support to the team for issues with social media, digital design, photography, videography, and electronic management of resources.
- Provide information related to branding, digital design, video production, photography, social media and content creation support to departments, Faculties, and individuals following McMaster policies and standards
- Research current trends and opportunities for creating efficiencies within production.
- Manage individual priorities within the framework established by the team and respond well to rapid change and a changing flow of assignments.
- Brand all internal and external projects ensuring that appropriate University visual identity guidelines are followed.
- Advise external clients of University advertising guidelines when creating digital and print materials.
- Contact vendors to confirm the status of projects and ensure deadlines are maintained.
- Maintain and update filing systems both electronic and hardcopy.
- Maintain the security and confidentiality of materials.

Qualifications: Education:

- 3 Year Community College Diploma in Journalism, Communications, Digital Communications, Marketing or Multimedia.

Experience:

- Requires 2 years of experience working in a public relations, communications, journalism and/or marketing environment

Knowledge/Skills:

- an ability to work with a variety of people, often to very tight deadlines
- Excellent interpersonal and communication skills are required (written and oral)
- Expertise working with content management systems including WordPress. Proven understanding and experience utilizing CRM platforms as part of integrated communications and marketing
- Sound judgement, tact, sensitivity, analytical skills and the ability to analyze and interpret information and an ability to work well in a team environment and to contribute when called to assist with other projects within the department.

The hiring range for this role is \$48,498 -\$53,887.

For more information, visit McMaster University for **MARKETING COORDINATOR**