Position: Social Media and Communications Coordinator  
Location: Algonquin College, Woodroffe Campus  
Type of Posting: 35 week term

Mission: To create an environment that inspires a passion for student success

Nature
This position is responsible for managing and maintaining all social media platforms and assisting in developing, planning, implementing, and monitoring communications for the organization.

Scope
Reporting to the Manager, Marketing and Communications, the Social Media and Communications Coordinator is responsible for representing the Students’ Association online through social media and through communication products. The incumbent will be accountable for the implementation of an annual social media and communication strategy and ensures that it remains consistent and relevant to the target audience. The primary function is to establish a line of communication between the Students’ Association and its membership and stakeholders.

Responsibilities
- Develop and execute an ambitious social media strategy
- Generate posts and promote daily content
- Maintain social media content calendar and social media contact list
- Create traffic and online brand awareness
- Proactively monitor a variety of topics in the media and ensures relevant issues are communicated
- Assists with the development and execution of communications plans to achieve the goals of internal projects
- Draft announcements, memos, and presentations on behalf of the SA
- Work collaboratively with teams across the SA and the College to create and execute communication plans and strategies in support of the SA
- In collaboration with the Manager, Marketing and Communications, is responsible for managing and coordinating incoming media inquiries customizing each corporate response to specific media outlets
- Works with Manager, Marketing and Communications to build relationships with internal and external media and to execute departmental media relation plans
- Implement social media strategy of the SA
- Create traffic and brand awareness across all SA social media platforms.
- Attend Students’ Association and Algonquin College events as needed
• Assist in the planning of promotional, marketing, and awareness campaign for SA services, events, and departments
• Monitor analytics and the effectiveness of social media strategy
  o Provide regular updates on progress
• Collaborate with all stakeholders to formulate an annual plan with clear objectives and defined strategy that:
  o Creates an online presence to generate awareness, spark imagination, and build engagement across all three campuses
  o Protects and elevates the SA’s image and reputation and contributes to achievement of its objectives
  o Ensure that all information is timely, current and relevant
• Purchase advertising for Facebook, Instagram, Twitter, and other online applications when applicable
• Ensure that SA messaging is consistent across all social media and in line with brand standards
• Protect the SA brand by ensuring that all social content meets a professional standard and must immediately inform the manager of questionable content before publishing
• General duties as assigned

Desired Skills and Abilities
• Demonstrated skills in writing in an engaging manner for a public student audience
• Ability to respond to social media interactions quickly and with sound judgement
• Experience in writing, editing and content curation
• Effective use of social media management tools
• Effective use of social media channels
• Effective communications tactics and techniques using traditional and web-based channels
• Understanding of media relations practices
• Ability to liaise with graphic designers and marketing in other departments
• Excellent time management and organizational skills
• Ability to work in a fast-paced, deadline driven environment
• Demonstrate photography and/or videography skills for social media
• Effective verbal and written (including editing) communications skills
• Knowledge of effective marketing and public engagement strategies
• Strong sense of visual design
• Seeks to continuously develop skills and knowledge

Qualifications
• Diploma in Public Relations, Marketing, or Communications or equivalent
• Excellent knowledge of Facebook, Instagram, Twitter, and Hootsuite
  o Experience managing these platforms
• Ability to problem solve
• Knowledge of Algonquin College or Students’ Association/Union experience will be considered an asset
• Excellent oral and written communication skills
• Two years’ experience working on social media platforms and strategies
• Ability to handle fast paced environment with many disruptions
• Strong attention to detail
• Understanding of the marketing and promotions processes
• Willing to work non-traditional shifts (depending on events)

Compensation
30 hours/week for 35 weeks
$23/hour

Application:
If interested please email a cover letter, resume and 3 references to: Patrick Newell, Manager, Marketing and Communications Algonquin Students’ Association
newellp@algonquincollege.com

Algonquin Students’ Association values diversity and is an equal opportunity employer. We offer an inclusive work environment and encourage applications from all qualified individuals. Accommodations are available throughout the hiring process. Workplace accommodations are available. While we thank all those who apply, only those to be interviewed will be contacted.