

**YUKON UNIVERSITY
MARKETING AND COMMUNICATIONS COORDINATOR**

POSITION DESCRIPTION

SUMMARY (broad statement of why position exists):

Reporting to the Director, Strategic Communications and Marketing, this position provides client service to the divisions of Academic and Research for marketing and media communications, including brand maintenance; strategies; promotion; community and media relations; event planning, conferences and sponsorship, and traditional, digital and social marketing support.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position provides brand, marketing and communication services, and media relations activities, by:

- Supporting YukonU's strategic direction by researching and developing brand, marketing and communications strategies that engage students, staff, faculty, researchers as brand ambassadors to tell YukonU's story;
- Aligning brand, marketing and communication materials and processes with YukonU's brand policies and guidelines;
- Providing client service to divisions by providing media communications related goals;
- Working with divisional leads to provide marketing and communications expertise in areas such as:
 - advertising, publicity and promotion
 - community, employee and media engagement and relations
 - events, conferences and sponsorship
 - traditional, digital and social marketing
- Coordinating media, and marketing and communications strategies and tools. This would include but would not be limited to:
 - writing copy, proof-reading and editing copy from contributors for various marketing materials
 - drafting and distributing press releases and staff interviews with media, including staff preparation
 - developing user-friendly templates for flyers and posters, etc.,
- Maintaining and regularly updating YukonU's photo banks;
- Representing Divisions, when appropriate, at marketing events such as trade shows and conferences;
- Contributing to the development of YukonU's annual report, academic plan, strategic plan, etc;
- Working with external contractors, when necessary, to develop and implement marketing campaigns;
- Planning and coordinating special events and preparing background materials (speaking notes, briefing notes, Q and As);

OTHER PRINCIPLE DUTIES AND RESPONSIBILITIES

- Providing relief coverage to university marketing and communications colleagues during vacations and other periods of absence.

PROBLEM SOLVING AND DECISION MAKING

1. a) **List any Acts, Regulations, and/or Policies/Procedures with which the incumbent must be fully familiar in order to perform the position's functions:**

Yukon University Act and Regulations

Yukon University's Administrative Policies & Procedures,
Yukon University's Academic Regulations and Procedures,
Agreements between Yukon University and partner agencies,
Yukon University Academic Calendar,
Yukon University brand policies and guidelines
Access to Information and Protection of Privacy Act as it applies to Yukon University

- b) **Is the position responsible for interpreting, administering, or enforcing any of the above? If yes, explain.**

The incumbent must be familiar enough with the above to ensure information given out is accurate and in compliance with any governing Acts, regulations, policies or Board directives.

Incumbent must also be comfortable with coaching faculty and staff on all media relations activities.

2. a) **Describe the kinds of recommendations the incumbent is regularly required to make and to whom:**

- to Director, Strategic Communications and Marketing any incoming media requests or opportunities for telling Yukon University's story through our media partners;
- to senior managers and staff members on communications strategies for specific undertakings;
- to committees and divisional staff on how to provide information to the public

- b) **Who normally makes the final decisions with respect to those recommendations?**
Director, Strategic Communications and Marketing, or Associate Vice President, University Relations.

3. a) **Describe the kinds of final decisions regularly made for which the incumbent is held accountable.**

- timely and accurate decisions on the most effective way to communicate Yukon University messages;
- design, preparation and delivery of press releases, communication and marketing strategies;
- appropriate content, design and wording of marketing materials and public communications activities;
- other work task priorities as assigned by the director.

- b) **What is the direct impact of those decisions?**

- The decisions made by the incumbent impact Yukon University's ability to effectively communicate initiatives to the public.
- Upholding the reputation of Yukon University
- Legal ramifications of speaking on behalf of Yukon University

4. **Describe the way in which this position receives direction:**

- The Director, Strategic Communications and Marketing works with this position to identify goals and objectives, based on Yukon University's Strategic Plan and the University Relations Divisional Plan. The incumbent is expected to work with minimal supervision using

independent judgement, resourcefulness and initiative. The director may assign special projects to the incumbent at weekly staff meetings or as required.

5. How is the work of the position normally checked or evaluated?

- Feedback from director at regular bilateral meetings
- Discussions at President's Executive Committee of communications and marketing initiatives and activities as part of strategic plan review;
- Review on completion of projects
- Media evaluation tool measurements
- Annual performance review

6. What types of decisions are normally referred to the supervisor? (Give examples)

- Decisions involving exceptions to policy or precedent, exposure to legal risk, irreconcilable and competing interests, major political or governance implications, budget decisions, final decisions on actions that will impact the President or Yukon University.

QUALIFICATIONS

Minimum Knowledge, Skills and Abilities Required

- Appropriate education and experience in communications, marketing, media relations and public relations
- Experience working with media
- Excellent administrative, organizational skills and experience
- Excellent writing skills for public communications, briefing documents, reports
- Well developed research skills
- Excellent digital, social media and web content generation skills
- Excellent knowledge of communication principles, practices, techniques and strategies
- Ability to analyze, synthesis and summarize a wide variety of information
- Knowledge of media and public awareness tools and practices
- Knowledge of Yukon First Nations
- Excellent oral communication and presentation skills
- Ability to promote, persuade, and communicate effectively both orally and in writing
- Excellent interpersonal and group facilitation skills
- Ability to exercise tact and diplomacy in interpersonal actions
- Project management and coordination skills and experience
- Ability to judge among many competing demands and set effective priorities
- Excellent ability to work independently and as part of a team
- Ability to work under pressure;
- Ability to make sound decisions and act independently
- Cross cultural awareness, understanding and sensitivity
- Physical appearance and grooming appropriate for public relations
- Political acuity