

York University

Position Description - YUSA2

Position Title:	Communications Coordinator	Employment Category:	Part-Time (up to 24hrs)
Department:	Office of the Dean of Libraries	Job Code:	955804
Classification:	Administrative	Band:	5

Job Purpose:

Reporting to the Communications Manager, the Communications Coordinator will support the development and delivery of communications content for print media (publications, advertising, etc.) and digital media (web sites, social media, graphics, video, e-mails, etc.) while ensuring alignment with York's communications/marketing strategies and brand standards.

Major Areas of Responsibility:

Communications Support - 95%

- Research and draft print and digital marketing materials including brochures, postcards, posters, webpages, graphics and email templates intended to showcase YUL programs, projects and people to internal and external audiences.
- Create and update content within various communication platforms including the library intranet, website, and social media accounts.
- Draft communication materials aimed at increasing visibility and recognition among key stakeholder groups while adhering to established University brand standards.
- Collaborate with and maintain ongoing communication with stakeholders for feedback
- Maintain documentation and tracking tools for all communications projects to support effective deliverables that are within scope and timelines.

Perform other related duties as required. Not to exceed 5%

Job Qualification and Related Skill Requirements:

Education required:
College degree with a focus on Marketing, Communications, Digital Media, Design, Arts and Media Management, Writing or Journalism, or equivalent experience in a related field.

Experience:
2 years demonstrated experience in communications and marketing support

Demonstrated Skills:

- Excellent interpersonal and communication skills
- Proven ability to write effective promotional and informational copy for internal and external audiences
- Excellent administrative skills including solid working experience using relevant technology such as Microsoft Word, Excel, PowerPoint, Outlook, Publisher, etc
- Working understanding of social media as well as web publishing and marketing platforms including WordPress, Mailchimp, and Sprout Social
- Proficiency with design and editing software including Photoshop, Illustrator, InDesign and Final Cut
- Intermediate experience with WordPress Content Management System; proficiency with HTML/CSS
- Ability to manage multiple priorities, using strong problem solving skills
- Excellent organizational and time management abilities
- Ability to build rapport with a variety of stakeholders, with diplomacy, discretion and customer-service orientation
- High-level, effective written communication skills
- Demonstrated ability to exercise levels of independence, judgment and initiative