QUEEN'S UNIVERSITY SUPPORT STAFF
POSITION SUMMARY

DEPARTMENT: Marketing and Communications, Queen's School of Business

POSITION NUMBER: 00500733 INCUMBENT:

TITLE: Marketing and Communications Coordinator GRADE: 6

JOB SUMMARY:
Reporting to the Director, Communications and External Relations, the Marketing & Communications Coordinator is responsible for a variety of duties in support of the Director, the Managing Editor, as well as other members of the Marketing & Communications team. Duties include assisting with media relations, conducting media monitoring, assisting in the planning and execution of events and sponsorships, data-base management, facilitation of direct mail and direct email marketing and communications programs.

KEY RESPONSIBILITIES:

- To assist the Director with media relations. This includes conducting daily media monitoring for QSB, responding to media calls as needed (including coordinating interviews with appropriate spokesperson) and collating program information for various media rankings and listing.

- To support the Director of Marketing and the Director of Communications and External Relations in managing QSB's social media channels. This includes acting as a co-administrator, posting content, monitoring channels for issues and responding to queries, as needed.

- To post QSB news stories to the QSB news blog and news site as directed by the Director and Managing Editor, and monitor web analytics for all postings. The Marketing and Communications Coordinator will also coordinate and post content for the Upcoming Events section of the QSB homepage

- To support the Director with managing the School's partnership with Deloitte on the Best Managed Companies program, including participating in program planning meetings, as needed, and coordinating QSB's on-site presence at the Symposium.

- To assist the Director in the planning and execution of the annual Business Forecast Luncheon. This may include the booking of the venue, selection of menu, coordinating design, production and distribution of invitations, managing RSVP's and payments, coordinating on-site logistics at event as well as other related duties assigned by the Director.

- To assist the Director with coordinating QSB's sponsorship of the Women of Influence luncheon series and the Art of speaker series. This includes tracking attendance and head table representatives, distributing tickets, and coordinating other logistics, such as mass materials shipment and signage.

- To monitor a variety of in-house data-bases to insure that the lists are "clean" and accurate. This may include overseeing an administrative staff person or student who will remove names or change addresses as required. Additionally, to pull and prepare lists from these data-bases for rankings, marketing initiatives, and alumni magazine distribution including sending these lists to mailing houses for direct mail or e-mail marketing initiatives.

- To coordinate the work assignments of a part-time student, such as database updates, photo research and web updates.

- To provide miscellaneous administrative support to the Marketing & Communications department including the monitoring and ordering of office supplies, coordinating the stationary ordering process for the School and distributing new brochures to all relevant departments and locations.

REQUIRED QUALIFICATIONS:

- Minimum of a two-year post-secondary program, combined with at least three years of administrative experience.

- Experience in working with databases

- Knowledge of QSB programs and faculty would be an asset.

SPECIAL SKILLS:

- Advanced computer skills, including word processing, database, spreadsheet, and networking applications.

- The ability to learn new software packages as required.

- Excellent interpersonal and communication skills, both verbal and written.

- Organizational and time-management skills and the ability to multi-task.

- Demonstrated problem solving skills.

DECISION MAKING:

- Decide when problems can be solved without involving senior managers and when senior management involvement is required.

- Determine appropriate courses of action for problem solving.

- Make recommendations regarding office administration procedures; suggest and implement changes.

- Set priorities and determine which project requires the most urgent attention.

SIGNATURES:

_____	_____	_____
Incumbent	Supervisor	Department Head

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Date: