****

**OPSEU Job Description**

**Job Title:** International Marketing & Communications Coordinator

**Job Number:**  A-350

**NOC:** 1123

**Band:**  7

**Department:** Trent International

**Supervisor Title:** Director, International

**Last Reviewed:** October 18, 2018

**Job Purpose**

This position exists to oversee marketing and communications for Trent International in alignment with the standards and specifications of the Trent University Marketing and Communications department. This includes: the development of digital and print-suitable marketing materials for a range of international audiences, presentations, departmental and inter-university communications, conversion communications to prospective international students, communications with international partners/external consultants, and with international alumni.

Reporting to the Director International, the International Marketing and Communications Coordinator is responsible for developing and implementing a range of communications and marketing initiatives for Trent International, maintaining the content of the Trent Internationalweb pages (International, Trent-ESL, Trent Study Abroad), international social media channels, and marketing materials by collecting, writing, editing and formatting written and visual content. The position emphasizes marketing and communications planning and deliveryand a strong customer service orientation. The position works to deadlines, involves multi-tasking and working closely with the University’s Marketing and Communications department related to University standards, scheduling and coordinating prospect communications, website and AODA, and participate as a member of the University’s Integrated Communications Committee.

**Key Activities**

* Compose content involving international initiatives and events as required and submit to Marketing and Communications for daily news stories news releases, and other publications
* Publish social media according to editorial calendar and assist in monitoring social media activity related to international news, events and deadlines at the University
* Input into team planning sessions related to social media content planning, with a regionally relevant focus to ensure relevance and effectiveness.
* Together with Marketing and Communications colleagues and external suppliers, prioritizes, writes and edits information and messaging and/or maintains the Trent International’s web pages.
* Liaising with Trent University Marketing and Communications to feature Trent International special events and initiatives for “daily news” pieces on the Trent University website.
* Stays apprised of content marketing opportunities and innovations that Trent International could take advantage of (e.g. podcasts, virtual tours and fairs, and blogs) as well as international trends in digital and social media marketing for targeted regions.
* Contributes to and leverages the Trent University digital asset management system to access photos/videos. Ensures that international digital assets are catalogued appropriately and in a timely manner.
* Develops marketing materials for both digital and hard copy distribution, including International Viewbook, Trent-ESL materials, short-term program materials, and customized for the international market in which they will be used. This includes layout and design, content, language translations, and market-specific variations in consultation with Marketing & Communications and in line with University brand guidelines.
* Prepare digital marketing and recruitment presentations and materials for a wide range of audiences, and digital agent training sessions, for use by the international recruitment team.
* Support the scheduling, coordination and execution of Trent International webinars.
* Working with Marketing & Communications, plan and execute of digital advertising campaigns.
* Hiring and supervision of student assistants and interns to support international marketing and communications through first language

**Education**

General University Degree (3 year) or College Diploma (3 year), preferably in one or more of Web Communications, Public Relations, Graphic Arts or Marketing combined with extensive Internet and digital technology.

**Experience Required**

* Minimum three years of directly-related experience in a position such as digital marketing, web designer, or communications officer with web expertise.
* Outgoing personality and excellent interpersonal skills; able to confidently present to large groups of people
* Excellent computing skills, experienced with many different software packages, PC and Mac
* Results-oriented, reliable and able to work in a fast-paced, dynamic international environment.
* Excellent English writing skills and attention to detail
* Ability to both collaborate with team members and to work independently.
* Eager to embrace current and emerging web technologies.
* Self-motivated and responsible with mature attitude and professional demeanour
* Strong customer service orientation
* Relevant experience in a position such as marketing, communications, digital media, or similar.
* Experience with social media platforms used internationally, such as WeChat, QZone, WhatsApp, Baidu Teiba, Sina Weibo, etc. would be an asset.

**Other qualifications and skills**

Second language, other than French (Mandarin, Spanish, preferred)