



**Student Administrative Council
Sir Sandford Fleming College
Job Description**

Job Title:	Communications & Engagement Associate
Appointment type:	Full-time (1 year Contract)
Location:	Fleming College Sutherland Campus
Reports to:	Programming & Engagement Manager
Hours of Work:	37.5/week
Pay Scale:	\$19.60/hour (Fleming SAC Living Wage)

Position Summary:

The Communications Coordinator is responsible for executing Fleming SAC's day-to-day communications strategy, ensuring timely, accurate, and engaging messaging across all platforms. Reporting to the Programming & Engagement Manager, this role independently develops and delivers content for events, campaigns, services, and student leadership initiatives, playing a vital role in shaping Fleming SAC's presence and supporting student awareness of available programs.

Major Duties and Responsibilities:

Content Development & Execution

- Develop written and visual content for Fleming SAC campaigns, services, and student engagement initiatives.
- Write compelling copy for website updates, email campaigns, print materials, social media, and digital signage.
- Create original graphic assets and visuals using platforms such as Canva or Adobe Creative Suite.
- Ensure content is accurate, aligned with Fleming SAC's tone and voice, and reviewed for accessibility and inclusivity.
- Prepare and submit print-ready files to the Programming & Engagement Manager for printing.
- Maintain and organize a digital library of graphics, templates, and brand assets.

Digital & Social Media Oversight

- Manage day-to-day operations of Fleming SAC's social media accounts, including content planning, scheduling, posting, and real-time monitoring.
- Respond to public inquiries and comments in a timely and professional manner.
- Track and analyze social media performance and engagement data; provide monthly reports to the Programming & Engagement Manager.

Campaign Coordination & Branding & Events

- Implement communication plans for recurring programs and major student events (e.g., orientation, elections, awareness campaigns).
- Promote all events, campaigns, and services as required.



- Assist with event-day communication tasks, including on-site signage, photography, and social media coverage
- Capture photos and short videos at events and organize them for use in future materials.
- Collaborate with other Fleming SAC staff to develop materials that promote their work.
- Ensure brand consistency across all public-facing materials and platforms, adhering to Fleming SAC's style and accessibility guidelines.

Email Marketing & Website Maintenance

- Design and distribute emails and digital bulletins to students and stakeholders.
- Gather, write, and organize website content and submit all updates to the Programming and Engagement Manager for approval.
- Coordinate with the Programming & Engagement Manager to ensure that web content is current, accurate, and reflective of Fleming SAC's priorities.

Collaboration & Departmental Support

- Work in close coordination with the Programming & Engagement Manager to align communication with Fleming SAC's programming calendar and strategic direction.
- Attend departmental meetings to anticipate upcoming communications needs.
- Provide support for board communications, volunteer recruitment, and internal messaging initiatives.

Limited Intern Mentorship (As Assigned)

- Provide task coordination and informal mentorship to Communication Interns as required.
- Support intern development through feedback and integration into campaigns.

Commitment & Expectations:

- Work within the established policies set forth within the By-laws and Operating Policies and human resources.
- Maintain a high level of confidentiality in all interactions.
- Maintain a professional image and demeanor with all employees, management, board members and visitors.
- Identify and pursue partnership opportunities with community stakeholders and sponsors to enhance student programming.
- Establish sound internal relationships and open communications to ensure program success.