



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

Job Title:	Communications and Marketing Coordinator
Appointment type:	Contract 1 Year
Location:	Fleming College Sutherland Campus
Reports to:	Programming & Engagement Manager
Hours of Work:	37.5 hours per week with some overtime as needed.
Pay Scale:	\$42,000 - \$55,000 annually

Position Summary:

The Communications and Marketing Coordinator is responsible for planning, developing, and executing Fleming SAC's communication and marketing initiatives that strengthen awareness, engagement, and participation in the organization's programs, services, and events.

Reporting to the Programming & Engagement Manager, the Coordinator creates and manages digital and print content, maintains brand consistency, and ensures messaging reflects Fleming SAC's mission and values. This position plays a key role in student engagement through both strategic marketing work and active participation in events and campaigns across campus.

Major Duties and Responsibilities:

Strategic Communications and Marketing

- Support the development and implementation of the annual communication and marketing plans aligned with Fleming SAC's strategic priorities and programming calendar.
- Support the Programming & Engagement Manager in establishing goals, timelines, and evaluation metrics for communications initiatives.
- Lead the planning and delivery of social media, website, and email marketing strategies to ensure clear, consistent, and student-centred messaging.
- Collaborate with management to align sponsorship and marketing strategies with Fleming SAC's strategic goals and financial priorities.
- Collaborate across Fleming SAC to identify promotional opportunities for Fleming SAC programs, services, and advocacy initiatives.

Content Creation and Brand Management

- Write, edit, and design engaging content for digital signage, social media, newsletters, promotional materials, and print publications.
- Produce graphics, videos, and other visual assets using Canva, Adobe Creative Suite, or similar tools.
- Ensure all content adheres to Fleming SAC's brand identity, tone, and accessibility standards.
- Maintain a digital library of brand assets, templates, and photographs.



- Capture and curate photography and videography from events for future promotional use.

Digital and Social Media Oversight

- Oversee day-to-day management of Fleming SAC's social media platforms, including content scheduling, posting, monitoring, and responding to inquiries.
- Manage paid promotions and advertising partnerships as required.
- Track and analyze engagement performance and prepare monthly reports for the Programming & Engagement Manager.

Email Marketing and Website Coordination

- Design and distribute student and stakeholder e-newsletters and digital bulletins.
- Draft and organize website updates and submit them to the Programming & Engagement Manager for approval.
- Liaise with external partners to ensure timely publication of approved updates.
- Maintain awareness of accessibility standards and digital best practices.

Campaign and Event Promotion, Sponsorship & On-site Engagement

- Collaborate with staff to develop and execute marketing campaigns for events, services, and awareness initiatives.
- Attend Fleming SAC events to provide on-site communication coverage, including live social media updates, photography, and videography.
- Assist with event-day logistics related to marketing and branding (e.g., signage, digital displays, sponsor recognition).
- Capture student stories and testimonials for future marketing use.
- Lead the development and implementation of Fleming SAC's annual sponsorship and advertising strategy to generate revenue in support of student programs, events, and communication initiatives.
- Identify, research, and engage potential sponsors and community partners aligned with Fleming SAC's values and brand.
- Develop sponsorship proposals, media kits, and partnership packages in collaboration with the Programming & Engagement Manager.
- Negotiate sponsorship and advertising opportunities, ensuring fair value exchange and brand alignment.
- Coordinate fulfillment and recognition of all sponsorship agreements, including logo placement, digital promotion, and event visibility.

Collaboration and Internal Support

- Attend departmental meetings to align communication deliverables with upcoming programs and initiatives.
- Participate in event briefings and post-event debriefs to assess communication effectiveness.
- Provide communications support for Board activities, volunteer recruitment, and internal staff initiatives.



- Offer informal mentorship and project coordination for Communication Interns (as assigned).

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.
- Leverage existing relationships and identify collaborative and partnership opportunities.
- Establish sound internal relationships and open communications to ensure program success.