



# **Executive Committee Support Position**

## **Marketing Coordinator**

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**Reports to:** Vice President Communications  
Student Association Executive Committee

**Description:** The Marketing Coordinator is responsible for the development, planning and delivery of promotional campaigns for Student Association events, activities, programs and services, in collaboration with the Vice President Communications. The Marketing Coordinator is appointed by, reports to and seeks direction from the Student Association Executive Committee, specifically the Vice President Communications. This position is subject to performance review at the end of each semester, or as deemed necessary, by the Executive Committee.

### **Key Responsibilities:**

1. Abide by the constitution, bylaws, policies and procedures of the Student Association and the Nova Scotia Community College.
2. Serve as the primary coordinator of general promotional materials and information created for distribution to the Student Association membership and general college community.
3. In conjunction with the SA Vice President Communications, organize and chair monthly Marketing & Promotions Committee meetings (if a committee has been formed) and ensure that members have all necessary information to support decision making at this level.
4. Actively recruit volunteers to sit on the Marketing & Promotions Committee and delegate responsibilities for the promotion of events, activities, programs and services on campus to these volunteers as appropriate. Work with the committee to develop a comprehensive promotions program.
5. In consultation with the Vice President Activities and/or Sports & Recreation Coordinator, effectively market and promote sports and recreation activities on the campus to the student population.
6. In conjunction with the Vice President Activities and/or Social Coordinator, effectively market and promote social events and activities on the campus, including the preparation and distribution of a monthly Student Events Calendar.
7. Implement an on-going evaluation strategy to determine the effectiveness of Student Association advertising and marketing practices as well as the most effective practices to utilize within the campus and surrounding community.
8. Assist in the development, evaluation and tabulation of any student survey projects initiated by the Student Association.
9. Assist in text writing and copy editing for Student Association promotional pieces or services (ie. brochures, sharepoint documents, posters, flyers, newsletters, yearbook, etc.)
10. Other duties as assigned by the Vice President Communications.



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### **Reporting Relationship:**

1. Meet regularly with the Vice President Communications to seek their direction and feedback on proposed projects and to ensure that promotional efforts of the Student Association are effectively coordinated and efficiently planned.
2. Work with the Vice President Communications to administer, report, and reconcile the Student Association advertising and promotions budget, as approved by the Student Association Students' Council and in consultation with the Vice President Finance.
3. Provide end of semester activity report to the Vice President Communications and Student Life staff and attend both Student Association Students' Council and Executive Committee meetings as requested.
4. Maintain all records pertaining to advertising, marketing and promotions, including financial reports and planning and evaluation forms, and ensure that they are given to the Student Association Vice President Communications at the end of each semester.

### **Knowledge/Skills/Abilities/Requirements:**

1. NSCC student in good academic standing.
2. Ability to work in team environment; team player.
3. Computer literacy, including Microsoft excel, email and internet usage.
4. Good oral and written communication skills.
5. Good time management and organizational skills.
6. Experience with graphic design computer software.
7. Strong marketing and promotions skills.
8. Adherence to the Marketing & Promotions Committee Terms of Reference