

POSTING DATE: February 23, 2010

CLOSING DATE: March 9, 2010

TEMPORARY JOB OPPORTUNITY – SUPPORT

Communications Specialist/Public Affairs Coordinator Marketing and Communications -- Markham Campus

Reporting to the Manager, Media Relations and Public Affairs, the incumbent organizes, initiates and develops special events promoting the College brand, plans the logistics and promotion of events and maintains, oversees and grants permission for posting content on Seneca's internet site and My.Seneca. The incumbent also creates other communications content in accordance with College Marketing and Communication strategies in support of College strategic objectives.

Specific Accountabilities:

- Develops and monitors databases to coordinate strategic events and activities.
- Develops, plans and coordinates public affairs initiatives, special events and contests to raise awareness of the Seneca brand.
- Develops, creates, implements and evaluates strategic public affairs plans, strategies and materials to support College-wide goals and objectives.
- Provides client consultations and determines priorities and opportunities; recommends project budgets and critical paths.
- Establishes fiscal requirements and prepares budgetary recommendations: monitors, verifies and reconciles expenditure of budgeted funds.
- Oversees and coordinates College-wide events calendar management system to effectively ensure use of College resources and optimize/initiate collaborative opportunities.
- Develops and organizes electronic and printed materials by using knowledge of database software (for ex: excel spreadsheet). Content management system, design manipulation software, professional-standard layout programs and professional-standard vector-based rendering software.
- Writes and edits external communications for public affairs initiatives; distributes information to various stakeholders via appropriate channels (web/print/phone).
- Performs market research and analysis on communication strategies for public affairs initiatives and develops/writes public affairs communication plans.
- Promotes the College to potential students/partners by posting information and maintaining Seneca's internet site, My.Seneca and Seneca Events Calendar.
- Produces content for College Intranet to inform stakeholders (both internal and external) to raise the profile and awareness of the Seneca brand; creates new media content for employee, student and College news; ensures strategic goals, objectives and College priorities are explained, represented and demonstrated.
- Provides up-to-date materials and photography to reinforce communications initiatives or planned activities to enhance the image of the Seneca brand; researches, develops, organizes and writes information in response to new department initiatives as well as in response to requests from external communities; other duties as assigned.

Qualifications:

- 3 year Diploma/Degree or equivalent in Communications, Public Affairs or Marketing.
- Minimum of 5 years experience initiating, planning and executing comprehensive events and working as part of an integrated communications team and/or recent agency experience are required; budget management and reporting experience is essential.
- Must be proficient in both PC and OSX Macintosh operating systems as well as with database software, html, content management systems and excel spreadsheet and design manipulation.
- Proficiency with professional-standard vector-based rendering software (Adobe Illustrator) and professional-standard layout programs (Quark Express, Adobe InDesign); understanding of photographic principles and proficiency with digital photography – including digital photographic manipulation software (Adobe Photoshop) is essential.
- Strong project management and strategic stakeholder relations skills are required coupled with outstanding communication (both verbal and written) skills; must have an understanding of journalistic practices and styles.
- The following are essential: excellent time management; organizational skills; ability to motivate and set priorities; self-direction with ability to exercise independent judgement and initiative; problem-solving; adaptability and the ability and skills to interact effectively with the College's multi-cultural/racial/able student and staff population as well as the public and external clients.
- Access to a reliable vehicle with the ability to travel to other Seneca campuses is required.

START DATE: As Soon As Possible - March 2011
HOURLY RATE RANGE: Payband J -- \$32.09 - \$37.21 hourly
HOURS: 35 hours per week, Monday to Friday – 9am- 5pm
(overtime as required during peak periods)

Seneca College is committed to diversity and encourages applications from all qualified candidates, especially aboriginal persons, francophones, members of sexual minority groups, persons with disabilities, visible minorities and women. Please send a covering letter and resume, quoting **COMPETITION NUMBER 10S-1006**, to Joanne Papaconstantinou, Staffing Specialist, Human Resources Services. FAX: (905) 479-4162 or EMAIL: jobs@senecac.on.ca. **Please submit by one method only.**