



SAINT MARY'S UNIVERSITY STUDENTS' ASSOCIATION

Director of Marketing and Communications

Employment Opportunity

The Saint Mary's University Students' Association (SMUSA) is a not-for-profit organization that provides services, support, advocacy, and representation to the students of Saint Mary's University. Our vision is to ensure the highest quality of life for Saint Mary's students.

As Director of Marketing and Communications, you will play a key role in creating and executing a communications plan for the Association, promoting events and campaigns, effectively displaying the Association's work, and connecting with the student body. You will be responsible for managing a small marketing team in order to design graphics for the Association and work with other members of the team to advertise SMUSA initiatives. You strive to build connections with students, increase transparency for SMUSA, celebrate the work of students, and share news stories in the community.

Position Responsibilities

- Adhere to relevant policies, procedures, and strategies as outlined by the Association.
- Execute a communications plan for SMUSA with the goal of increasing transparency and updating students on the Association's initiatives.
- Responsible for SMUSA's social media, website, & online presence.
- Create and distribute relevant marketing materials as needed.
- Develop and promote various events, services, campaigns, and initiatives.
- Develop connections with news media representatives and organizations.
- Manage a small team to create promotional concepts and designs, and to execute a communications plan for the association.
- Attend and represent SMUSA at various university and community events.
- Any other duties relevant to the position as assigned by the President

Requirements and Skills

- Candidates must be a registered Saint Mary's student for the 2021-2022 academic year.
- Passionate about student issues and improving the quality of student experience.
- Creative individual with expertise in both individual and collaborative work environments.
- Understanding of social media and social analytics.

- Sufficient knowledge of relevant design programs including but not limited to: Adobe Photoshop, Adobe, InDesign, and Illustrator.
- Experience using WordPress will be considered an asset.
- Engaged, outgoing, self-motivated, and driven individual.
- Excellent oral and written communication skills.
- Ability to solve problems efficiently and adapt to time-sensitive projects.

What We Offer

- Leadership development opportunities.
 - Flexible work arrangements based on course schedule.
 - Learning and skill development opportunities.
 - U-Pass and Health and Dental Plan.
-

Position Term: May 1st, 2021 - April 30th, 2022

Deadline for Application: March 31st, 2021

If this sounds like something that interests you, we'd love to talk to you! **Please submit your resume and cover letter via email to karla.hodge@smu.ca with the subject line "SMUSA Communications Director" no later than 11:59 PM on March 31, 2021.** Applications must include a one-page cover letter accompanied by a resume and contact information of the applicant including two (2) references. Any questions regarding this job posting may be addressed to Karla Hodge via email. We thank all applicants for their interest; however, only those applicants selected for an interview will be contacted.

The Saint Mary's University Students' Association welcomes the contributions of individuals from traditionally marginalized communities, as outlined under the prohibited grounds for discrimination in the Nova Scotia Human Rights Act, bring to our organization. These include racialized people; Indigenous people, womxn, lesbian, bisexual, gay, transgender, and queer people, and people with disabilities. We encourage all applicants to self-identify in their application if they are a member of a marginalized community.