

AM/M – Marketing & Communications Reports to: Head of Student Affairs

The incumbent manages the communication and visibility of the Office of Student Affairs across students, employers, alumni, and internal university stakeholders.

The role ensures that the office's programs, partnerships, events, and outcomes are effectively communicated while maintaining alignment with the University's institutional marketing and communications standards. The position also serves as the primary liaison between student affairs and the University's Marketing & Communications department.

Experience Requirement

3 years of relevant experience, with the ability to independently manage communication initiatives and campaigns.

Key Responsibilities

1. Department Communication Strategy

Develop and manage the communication plan for Student Affairs

Ensure consistent communication of career services programs, employer partnerships, student opportunities, and office initiatives.

Maintain clear messaging for students, employers, alumni, and internal stakeholders.

2. Program & Event Promotion

Lead promotion of internships, recruitment initiatives, career fairs, employer talks, and experiential learning programs.

Coordinate communication campaigns that support student participation in career development activities.

Ensure timely communication of career services opportunities across university platforms.

3. Institutional Marketing Coordination

Serve as the primary liaison with the University's Marketing & Communications department.

Coordinate content development, campaign alignment, and brand compliance for departmental communications.

Support institutional storytelling related to graduate outcomes, industry partnerships, and student career success.

4. Content Development & Publication

Develop communication content including newsletters, program announcements, reports, and promotional materials.

Document key initiatives, partnerships, and outcomes of the office for internal and external audiences.

Support publication of departmental updates and impact summaries.

5. Communication Platforms & Digital Presence

Manage the office's communication channels including web pages, newsletters, and digital platforms.

Oversee social media platforms (e.g., Instagram, LinkedIn), including platform management. Ensure information about career programs, employer engagement opportunities, and events remains accurate and accessible.

Coordinate updates to departmental content on university communication platforms.

Competencies

Strategic Communication Management – Ability to plan, coordinate, and execute clear, consistent communication across stakeholders and channels

Cross-Functional & Institutional Coordination – Ability to collaborate effectively across teams and stakeholders to ensure alignment, timely execution, and shared outcomes

Content Development & Strategic Messaging – Ability to craft purposeful, audience-centric content and messaging that aligns with institutional goals and drives engagement

Program Promotion & Visibility Building – Ability to design and implement outreach strategies that enhance program awareness, participation, and brand presence

Ability to manage multiple concurrent campaigns and time-sensitive communications in a fast-paced environment

Familiarity with content creation and design tools (e.g., Canva, Adobe, etc.)