



Marketing Coordinator

The mission of Columbia Bible College is to equip students for a life of discipleship, ministry, and leadership in service to the church and community.

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| Department: | Marketing and Communications |
| Faculty/Staff/Management: | Staff |
| Load/Term: | 100% (Salary range \$47,500 - \$53,000) |

Job Purpose

The Marketing Coordinator will implement Columbia Bible College’s marketing and communications plan, externally and internally, in support of the vision and mission of Columbia Bible College. The Marketing Coordinator will promote the mission of the College using various media through active engagement with students, alumni, faculty, staff and supporters.

Duties and Responsibilities

Marketing & Communications

- Implement the general marketing and communications plan, managing projects to completion in a timely manner.
- Create and maintain a current Marketing and Communications calendar to ensure timely delivery of projects.
- Work with departments and programs to ensure brand consistency across all CBC documentation and communications, both digital and print.
- Collaborate closely with Website Editor to ensure the College online presence is current and relevant.
- Working closely with Admissions and External Relations teams, coordinate the design and distribution of CBC’s print communications, both internal and external, with a view to increasing awareness of and engagement with the College.
- Implement a robust and coordinated social media presence.
- Coordinate and/or produce visuals and video to be used across all mediums for promotion of CBC.
- Coordinate the development and production of supporting materials for all departmental communication plans, such as brochures, appeals, posters, invitations /e-vites, programs and flyers.
- Work with external vendors, when needed, to secure competitive rates for projects as well as excellence in all printed orders.
- Work to streamline marketing processes for efficiency and maximum mission impact.
- Report regularly on the Marketing metrics and activities.

Qualifications

“Schedule A”

Education

- BA degree in marketing, communications, or related field, or a combination of relevant education and experience.
- Certificate in graphic design an asset.

Experience

- Minimum 2 years’ experience in design, editing, and marketing skills across various media.
- Copy writing experience an asset.
- Experience with Word Press or other web design platform an asset.
- Videography and photography experience an asset.

Skills and Abilities

- Demonstrated project management skills. Must be adept at managing multiple deadlines.
- Innovative and solutions-oriented.
- Demonstrated experience with and current knowledge of social media platforms.
- Excellent computer skills, including proficiency in Microsoft Office Suite.
- Working knowledge of Photoshop, Illustrator, InDesign and Premier and/or Final Cut or equivalent an asset (willingness and ability to learn these and other programs required).

Expectations

- Aspire to the Staff & Faculty Attributes.
- Agreement with and commitment to the CBC Mission Statement, BCMB or MCBC Confession of Faith, Responsibilities of Community Membership Statement and the ABHE Religious Freedom & Sexuality Position Statement.
- Maintain membership in good standing in a local Christian church.
- Passion for communications and story-telling with a heart for the students and the mission of Columbia Bible College.
- Maintain confidentiality.
- Schedule flexibility required for occasional evening and weekend events.

Working Conditions

Standard office environment combined with activities associated with media production and or media displays.

Physical Requirements

No excessive physical requirements needed.

Statement of Relationships

This position reports to the Marketing team leader.

The Marketing Coordinator works closely with Admissions and the External Relations departments.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____