

Marketing & Communications Coordinator

The primary function of the Marketing and Communications Coordinator is to develop the overall marketing and communications strategy of Atlantic School of Theology (AST) in alignment with University priorities. This position has a client service orientation to meet the needs of the academic department and management in promoting AST and our programs. The position will be responsible to:

- Manage, curate and create all advertising design and content including ads, photos, videos, blog posts, and digital toolkits
- Develop and manage social media strategy and channels. Use in-depth knowledge and understanding of social media platforms
- Work with members of the University to create and execute social media campaigns and support the University's objectives for brand positioning, recruitment, engagement and fundraising
- Plan and execute advertising campaigns
- Prepare and follow up on press release. Cultivate and steward relationships with media to maximize paid and earned media exposure
- Maintain AST website
- Maintain CRM database (DonorPerfect)
- Other duties as assigned by the Director to meet the needs and strategic goals of the Advancement Department.

AST's mission is to shape faithful and effective leaders, and understanding among communities of faith. Reporting to and working closely with the Director of Advancement, the Marketing and Communications Coordinator strives to achieve goals and objectives assigned by the Director of Advancement. Progress against these goals and objectives are used in the evaluation of both the position and the incumbent.

As the ideal candidate, you have the following preferred qualifications and experience:

- Public Relations degree or equivalent education and experience
- Minimum of 3 years' previous experience working in a public relations position
- Previous experience working in an Advancement Office would be an asset
- Proficient in an O365 and Adobe environment and Fundraising Software (DonorPerfect)
- Demonstrated experience in crisis communications
- Demonstrated experience in amplifying messaging across social media platforms
- Results-oriented and able to work both independently and within a team environment
- Strong attention to detail, accuracy, speed and strong proofreading/editing skills
- Must possess excellent verbal, analytical, critical thinking, organizational and written skills in English
- Must have sound and mature problem solving and decision making skills
- Must be self-determined with the ability to act in a pro-active manner and take initiative

- Reliability and Flexibility
- Professionalism
- Exceptional interpersonal skills
- Highly motivated, high energy, persistent, tactful and diligent
- Understanding of working with various faiths
- Criminal Record check is required

Atlantic School of Theology is committed to fostering a collegial culture grounded in diversity and equity. The university especially encourages applications from women, Indigenous persons, persons with disabilities, and persons from racial, ethnic, and other groups that are historically underrepresented in Canadian higher education. Submissions from all qualified applicants are welcome; however, priority will be given to Canadian citizens and permanent residents of Canada.

If this role excites you, and you have the requisite qualities and qualifications, please forward your resume and a compelling cover letter (as one single document) to Linda Moxsom Skinner at lmoxsomskinner@astheology.ns.ca. All qualified candidates will be considered; however, only candidates considered for an interview will be contacted.

NOTE: This is a one-year maternity leave from August 2021 to August 2022.

Salary Range: \$39,398 - \$50,753 (plus benefits)