

Publications & Digital Specialist

Brandon, Manitoba
Reference #SM-13119



Classification: Media Specialist 1
\$61,790 - \$74,253

Assiniboine Community College has been providing exceptional learning experiences for over 55 years. For staff and students alike, Assiniboine offers unparalleled learning environments and responds well to the demands and requirements of the Manitoba labour market. Instructors follow the philosophy of 'learn by doing,' combining theory with hands-on learning inside the college's classrooms, labs, kitchens, shops, fields and greenhouse. An accredited college within the Province of Manitoba, Assiniboine offers more than 50 unique certificate, diploma and advanced credential programs across a variety of disciplines including culinary arts and hospitality, business, agriculture and environment, health and human services, trades and technology. They also deliver apprenticeship programming in a range of skilled trades disciplines.

On behalf of our client, we are currently recruiting for a **Publications & Digital Specialist** to join their team of dedicated professionals in Brandon, Manitoba.

Reporting to the Director, Public Affairs, the Publications & Digital Specialist will lead the development of integrated communications publications and execution of digital communications strategy. The successful candidate will produce compelling digital content and publications to share the story of Assiniboine with a variety of external and internal audiences, most notably current and prospective donors, alumni, media and community stakeholders. Typical activities include leading the planning, coordination and production of publications for key audiences, scripting persuasive written and presentation materials, and content creation for the college's digital presence. This position will be key in supporting Advancement activities related to donor and alumni relations.

As the ideal candidate, you are a proactive self-starter who can easily adapt to changing circumstances and set deadlines. Demonstrated experience writing and implementing digital content strategies, project management experience as it relates to print and digital publications, along with strong knowledge of online social communication tools and emerging web technologies is required. You are comfortable working within website content management systems and understand the fundamentals of Google Analytics. Independence, critical thinking, time management, as well as a high degree of self-motivation and self-directed problem solving will be key to success in this role. Solid working knowledge of the Adobe Creative Suite – specifically InDesign – as well as desktop and cloud publishing software (e.g., Word, Power Point, Excel) is required in this role.

To express interest in this opportunity, please apply online directly:

<https://jobs.meridiarecruitment.ca/Career/13119>

For more information contact **Brittany Beale, Consultant**, at bbeale@kbrs.ca or **Scott McGaw, Partner**, at smcgaw@kbrs.ca.