

Communications Specialist

Public Affairs – Brandon, Manitoba (On Campus)

Full-time, Regular

Competition # 23-21/22

Salary: \$62,414 to \$75,010 annually (Classification: Media Specialist 1)

Assiniboine Community College strives to create exceptional learning experiences for our students. We place a priority on student success and are committed to building an environment that creates and supports a high level of student engagement. Reporting to the Acting VP, International and Director of Public Affairs, the Communications Specialist works closely with others across the college and the broader community to lead the development of integrated communications pieces for print and digital mediums, events, and projects.

Be Passionate

In this role, you will produce compelling content that shares the story of Assiniboine with a variety of audiences, most notably prospective students, donors, alumni, media, industry partners, and community members. Typical activities include developing communications plans, coordinating and writing for publications, composing press releases, scripting persuasive written and oral presentation materials, and generating compelling visual and written content for our college's digital presence.

You have experience consistently working against deadlines to produce accurate, high-quality work on time and on budget. You enjoy staying on top of new and emerging digital media technologies, tools, and platforms and have a high level of comfort and demonstrated experience creating content specifically for online platforms, including webpages and social media. You believe strongly in the value of post-secondary education and the opportunities it presents to individuals, families and communities. The idea of putting your talents to use to further the strategic direction of Assiniboine is an exciting prospect.

Take Initiative

While you enjoy contributing in a team environment, you are also comfortable working independently and have proven that you're a self-starter who is resourceful and adaptive. As the ideal candidate, you are a proactive self-starter who can easily adapt to changing circumstances and deadlines. Critical thinking, time management, as well as a high degree of self-motivation and self-directed problem solving are crucial to success in this role. Solid working knowledge of the Adobe Creative Suite – specifically InDesign – and desktop and cloud publishing software is required in this role.

Demonstrated experience writing and implementing digital content strategies and communications plans, along with strong knowledge of online social communication tools and web technologies, is required. You have experience working within one or more website content management systems and understand the fundamentals of Google Analytics.

Deliver Results

You have demonstrated proficiency writing for media releases, websites, social media, magazines, and everything in between. You have demonstrated experience running corporate social media accounts, creating weekly, monthly, and annual content schedules. Juggling multiple priorities is second nature to you, given your ability to stay organized and anticipate change. You have a minimum of three to five years of experience working in a communications role and a diploma or degree in a related field.

A review of resumes will begin on October 1, 2021. This competition will remain open until filled. Please feel welcome to include relevant samples of your work (e.g., communications plans, press releases, campaigns) at the time of application.

Please note: The college's COVID-19 Campus Access Policy puts in place rules and requirements for students, staff and others accessing Assiniboine's multiple campuses to prove they are fully vaccinated or undergo routine testing to show a negative COVID-19 test.

Assiniboine Community College is committed to ensuring that its policies, practices, and systems are free of barriers, emphasize the value of diversity, and promote full participation to ensure dignity, respect, and equal access for all employees. Requests for accommodations can be made at any point during the recruitment process by contacting 204.725.8729 or humanresources@assiniboine.net.

Assiniboine's campuses are located on the traditional territories of Treaty No. 1 and Treaty No. 2, and the shared traditional lands of Cree, Oji-Cree, Dakota, Dene and Anishinabek/Ojibwe peoples, and the homeland of the Métis Nation.

If you are interested in this career opportunity, please forward your resume and cover letter to:

Assiniboine Community College
c/o Human Resources
1430 Victoria Avenue East, Brandon, Manitoba R7A 2A9
Fax 204.725.8736 or email humanresources@assiniboine.net

We thank you for your interest. Those selected for further consideration will be contacted.