

## INTERNATIONAL & ATHLETICS MARKETING SPECIALIST

### Corporate Communications

**Location:** Lac La Biche Campus  
**Position type:** Full-time continuous  
**Salary:** \$48,348 to \$62,700 per annum

**Job number:** 23-MSB5-89-PC  
**Posting date:** April 12, 2024  
**Closing date:** Will begin reviewing resumes April 22, 2024

### ABOUT THE POSITION

We are actively seeking a highly creative individual with a strong background in marketing and a solid understanding of international and athletic recruitment. The International & Athletics Marketing Specialist will work with Corporate Communications to oversee athletic recruitment for the College while working with Portage College International and Marketing departments as well as external recruiters. This position will include some evening and weekend work.

Responsibilities include:

- Collaborate with team members to optimize marketing processes through email, content, websites, events and social channels.
- Run media days for obtaining imagery of student-athletes for promotions and rosters.
- Develop marketing and recruitment plans to reach target audience through identified channels.
- Prepare and gather press releases, testimonials, photos and videos; Draft publications, create graphic layouts and images, and create videos for social media.
- Update, publish webpages and post publications to Athletics and College websites and apps.
- Monitor third-party websites and external international marketing campaigns to ensure Portage College branding is consistent.
- Work with international recruiters/agents for marketing needs.
- Track marketing campaign effectiveness using ROI. Research, analyze and test to gain insights and ensure strategies are current.
- Provide training for Portage App and websites.
- Monitor platforms like Tiktok, Instagram, YouTube, Facebook, Twitter, LinkedIn, Google, etc.

### QUALIFICATIONS AND EXPERIENCE

- Degree or diploma in public relations, marketing, communications or community relations. Equivalencies may be considered.
- Preference will be given to applicants with experience working in a post-secondary institution.
- Excellent interpersonal skills and must be charismatic, outgoing and have strong intuition.
- Excellent written, communication, and presentation skills.
- Advanced understanding of market research, data analytics and brand management.
- Experience with planning/leading initiatives and/or integrating marketing campaigns.
- Ability to work under strict deadlines and display keen problem-solving skills.
- Must be self-directed and able to prioritize workload with little or no supervision.
- Strong photography and social media skills.
- Strong computer skills and knowledge of Adobe or related programs.
- Knowledge of publishing webpages to CMS.
- Ability to work evenings and weekends.
- Successful applicant will be required to provide a current police information check and driver's abstract.



## ABOUT THE COLLEGE

We acknowledge that Portage College's service region is on the traditional lands of First Nation Peoples, the owners of Treaty 6, 8 and 10, which are also homelands to the Métis people. We honour the history and culture of all people who first lived and gathered in these lands.

Portage College has been serving the region for over 50 years and is a first-choice post-secondary institution for learners in northeast Alberta. You will find that we are a college that combines quality with innovation. In fact, Portage College is considered a leader when it comes to providing students with a flexible first-class educational experience. We offer a wide range of programs in health and wellness, business, human services, university transfer, food sciences, trades and technology, native arts and culture, and in academics for career and education.

As an employee at the College, you will benefit from generous paid time off, participation in the College pension and benefits plans and have access to a strong professional development fund that allows employees to grow and develop professionally by taking college or university courses, or attending conferences or workshops.

## HOW TO APPLY

Portage College is committed to building a skilled, diverse workforce reflective of Canadian society.

If you have the right qualifications, experience and motivation to do extraordinary things at Portage College, we would love to hear from you. Email your cover letter and resume to [hr@portagecollege.ca](mailto:hr@portagecollege.ca). If you have any questions, call us at **780-623-5747**. Please note we do not accept third-party resume and cover letter submissions.

The College appreciates the interest of all applicants, however, only those selected for an interview will be contacted.

