Communications and Events Coordinator
Graduate Students’ Association of the University of Calgary - Calgary, AB
$45,000 a year

About the GSA

The University of Calgary Graduate Students’ Association (GSA) represents the collective interests, but not individual opinions, of graduate students to governing bodies of the university, all levels of government and the surrounding community of Calgary.

Job Description

The Communications and Events Coordinator provides communication support and is responsible for supporting the development and implementation of special events and programming that support and advance the mission of the Graduate Students’ Association of the University of Calgary (GSA) and the Last Defense Lounge (LDL).

This position has responsibilities in relation to communications and marketing for the GSA and reports to the Communications and Marketing Manager and takes direction from the Vice President of Student Life (VPSL).

In addition, the Communications and Events Coordinator contributes to the smooth operation of all events including off-site events, venue rentals, and special events by planning and coordinating the logistics of events.

Primary responsibilities of the position may include, but are not limited to:

Communications

- Research and develop materials for a variety of internal and external audiences including articles, press releases, blogs, website content, speaking notes, ad copy, etc;
- Provide detailed analysis of data in relation to functional areas and reports this information to management for decision making purposes;
• Build relationships with internal clients to deliver their communications priorities;
• Support association social media strategy through creation of localized content;
• Produce digital content (photography, video, audio, etc.);
• Collaboration with association team members to ensure that event promotion, registration and outcomes are communicated as required, e.g., web, media relations, digital media, internal and external communications;
• Provide on-site communications support, which may include photography and social media;
• Ensure the GSA brand is appropriate in all communications and events, reflecting the reputation of the association;
• Respond to inquiries from internal and external stakeholders, including complaints and issues management;
• Review and consult on the GSA’s website as it pertains to communications;
• Provide support to the Student Services Administrator’s front-line work, especially during high-volume periods; and
• Special assignments as required.

Events Coordination

• Ensure the smooth operation of events by planning with and coordinating GSA employees and/or volunteers as needed; providing timely information; following up on results; reporting on results;
• Promote the GSA’s events and programs;
• Maintain operations within functional area responsibilities by initiating, coordinating, and enforcing policies and procedures especially where increase liability is concerned;
• Ensure compliance with internal controls by auditing and verifying records, reports and practices as related to their functional area;
• Coordinate the development, management, implementation and evaluation of GSA events, including collaborative events with non-GSA stakeholders;
• Create an organizational focus for all events with GSA stakeholders to create a coordinated development plan to reach as many participants as possible;
• Maintain historical information about all events by recording and reporting on ticket sales and attendance figures; collecting information on audience responses, including random satisfaction surveys; and
• Evaluate the performance of GSA’s events by soliciting post-activity feedback, including ticket sales or attendance figures, and random satisfaction surveys; preparing reports and analyses reflecting progress, adverse trends and appropriate recommendations or conclusions.

Qualifications

• Must be passionate about communications, special event management, extraordinary attention to detail, strong organizational skills, and be an enthusiastic professional;
• Bachelor’s degree in Communications preferred but will consider a combination of education and experience;
• Knowledge of Microsoft Office, and Adobe Suite;
• Design skill and experience considered an asset;
• Ability to manage multiple projects simultaneously;
• Excellent interpersonal skills;
• Ability to work flexible hours, including some weekends and evenings as needed;
• Preferred experience with organizing and executing successful events;
• Anticipate and manage event requirements with little or no supervision;
• Proven team player who is both flexible and adaptable;
• Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines;
• Superb writing, content development and editing skill;
• Able to deal with people sensitively, tactfully, diplomatically, and professionally at all times;
• High level of critical and logical thinking, analysis, and/or reasoning to identify underlying principles, reasons or facts; and
• Reliable vehicle and updated license preferred.

The Communications and Events Coordinator is expected to work on average 35-hours per week. This position does not follow a traditional work week and some evenings and weekends will be required. The GSA offers a comprehensive and competitive benefits plan including a health and dental plan, short and long-term disability coverage, a health spending account, and a matching RRSP contribution program.

The GSA would like to thank all those who apply, however only those chosen for an interview will be contacted.

Submit cover letter and resume to:
Communications and Marketing Manager
andrew.smith1@ucalgary.ca
Job Type: Full-time
Salary: $45,000.00/year