



Communications & Marketing Coordinator – (Umoja Black Community Engagement Program)

Term: Contract – May 31st, 2023 – to April 29th, 2024

- **Hiring Office:** Student Experience Office (SEO)
- **Hiring Manager:** Patsy Orkar
- **Hiring Manager Title:** Equity, Diversity and Community Programs Coordinator
- **Hiring Manager Email:** Patsy.Orkar@Carleton.ca
- **Hiring Manager Phone Number:** (613) 520-2600 ext. 3279
- **Position Type:** Part-Time
- **Number of Hours:**
 - **May 2023 – August 2023: 10 hours per week**
 - **September 2023– April 2024: 4-6 hours per week**
- **Pay Rate:** \$18 per hour
- **Number of Positions:** 1

Position Overview

The *Communications & Marketing Coordinator-African, Caribbean, and Black (ACB) Outreach* role is a supporting role on the Umoja Black Community Engagement Program team. This program is supported by the Equity, Diversity, and Inclusion (EDI) team in the Student Experience Office (SEO) at Carleton University. The role is responsible for working with student associations and relevant stakeholders in the university in a relationship of solidarity to engage African, Caribbean, and Black youth to attend and participate in ACB centered events. The role is co-supervised by and reports directly to the Umoja Community Engagement Lead, and the Umoja Event and Operations Lead.

The ideal candidate is an upper year undergraduate student at Carleton University who is passionate about or involved in advancing opportunities for ACB students at Carleton's campus and who has a background or extensive experience with communications and/or marketing. They must have academic or professional experience in coursework related to diversity, equity, inclusion and/or anti-Black racism. They must also have connections with ACB students and have previous experience with social media marketing, content creation, and community outreach.

Core Responsibilities



Social Media Marketing and Content Creation – (35%)

- Develop a communication & marketing strategy for the team
- Develop custom posters and poster templates as required by the team
- Develop Social Media templates for Twitter, Facebook, and Instagram in accordance with SL standards
- Develop short videos and event promotion materials

Manage Communication Tools & Design – 35%

- Resource Guides and Infographic design
- Manage content development and distribution of the Umoja Newsletter
- Design and maintain website content
- Design survey and feedback forms as needed

Event Support & Promotion– 25%

- Distribute event posters to designated locations on campus and with external partners
- Represent the team at tabling events with necessary promotional materials
- Take photos at events as requested
- Create and distribute after-event resources using Umoja brand-colors/aesthetic

Other Duties as Assigned – 5%

- Assist in collecting and transporting event supplies and materials to desired locations
- Support Umoja Team Members with priorities on an as needed basis

Employability Requirements

- Upper year (3rd or 4th) undergraduate student at Carleton University who has a background or extensive experience with communications and/or marketing
- Academic or professional experience as well as course or volunteer work related to diversity, equity, inclusion and/or anti-Black racism
- Previous experience with social media marketing, content creation, and community outreach
- Ability to attend in person or online events and team meetings and work remotely including access to a consistent and stable internet connection
- Proficiency with the Microsoft Office 365 Suite including: Word, Excel and PowerPoint
- Proficiency with other digital platforms including: MailChimp, adobe, WordPress
- Familiarity with online productivity and communication tools including Microsoft Teams and Zoom
- Enrolling as a student at Carleton University for the 2023-2024 Fall & Winter semesters
- In good academic standing (as defined in the Carleton University Undergraduate Calendar)
- Student must have access to Microsoft Office Suite and Microsoft Teams, which can be downloaded with a Carleton Cmail license.
- Successful candidate must provide a Vulnerable Sector Police Record Check.
- Lived experience with African, Caribbean, or Black communities, history, politics, and associated intersectional terminology



Knowledge Requirements

- Ability to edit graphics from work produced by others
- Graphic design experience including the use of adobe software to develop marketing materials to be used across various social media platforms and print
- Experience in social media or digital communications to ensure content being created is up to date with current trends in terms of design, layout, and functionality
- Ability to read, write and edit content for the web with consistency and high attention to detail
- Ability to provide feedback to stakeholders to help identify improvements or alterations to graphic request submissions
- High level of professionalism, and a strong understanding of customer service
- Ability to work alone and as part of a team
- Ability to manage multiple projects and timelines

Preferred

- Access to a personal computer
- Knowledge of, or experience with mentorship, event coordination, and program development
- Knowledge of, or experience with Black led and serving organizations in Ottawa

Application

Deadline: May 17th, 2023

How to apply: Email a letter of interest/cover letter and a resume to patsyorkar@cunet.carleton.ca. Ensure the subject line of your email is follow the format below:

FIRST NAME LAST NAME – Communications & Marketing Coordinator (Umoja) – Application

Example

PATSY ORKAR – Communications & Marketing Coordinator (Umoja) – Application

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