



A Record of Success: The King's University in Edmonton is a lively, dynamic and nurturing learning environment. King's learning experience is enhanced by the institution's strong commitment to community service and faculty research. King's offers fully accredited three- and four-year Bachelor degrees in the arts, humanities, social sciences, natural sciences, and commerce, as well as a two-year Bachelor of Education after-degree. King's currently serves over 900 students of all ages from a variety of backgrounds from across Canada and abroad, representing a wide variety of nations.

WRITER AND SOCIAL MEDIA COORDINATOR

Full-time, Continuing

POSITION SUMMARY

The Writer and Social Media Coordinator generates buzz and excitement for the programs, services, and activities of The King's University. The position is responsible for generating news releases, features, promotional copy, and more on behalf of the marketing department, and works with key stakeholders to tell the stories of King's.

Along with taking a lead role in institutional social media account coordination and generating the majority of unique content for these accounts, the position works to support institutional brand awareness and student recruitment by promoting university activity broadly across a wide variety of mediums.

KEY RESPONSIBILITIES

- Coordinates and develops content for the university's primary institutional social media accounts and ensures cross-institutional compliance with its social media policy.
- Generates all manner of written creative for broad distribution. Champions digital content creation and storytelling to develop excitement and interest in the university.
- Coordinates institutional e-newsletter campaigns (8 per year).
- Works with department social media account holders to strategize and develop captivating content with a view to maximizing engagement.
- Ensures upcoming events are promoted well across all platforms.
- Contributes to, and works within, King's marketing and promotional plan.
- Participates in additional promotional efforts with a view to student recruitment and community engagement.

QUALIFICATIONS

- Degree or diploma in marketing, communications, public relations, or related discipline.
- Minimum 2 years of experience, and demonstrated expertise, managing social media accounts in an organizational setting. Understands and relates with the latest trends in social media.
- Capable, confident writer with a superior handle on the English language.
- Photography and some experience with digital design, preferred.
- Experience working with post-secondary students an asset.
- Creative individual with a history of developing and implementing innovative solutions to problems.

- Strong capacity to work collaboratively with other team members.
- Commitment to, and understanding of, Christian post-secondary education.
- Self-motivated and organized, cool under pressure.
- Professing, practicing Christian able to sign King's Statement of Faith.

A condition of employment is assent to the University's Christian Statement of Faith found at:

<https://www.kingsu.ca/about-us/careers>

Position will remain open until a suitable candidate is found. Forward resumes to:

Human Resources

The King's University
9125-50 Street, Edmonton, Alberta
T6B 2H3

E-mail: humanresources@kingsu.ca. Visit our web site at www.kingsu.ca.

We appreciate all applicants for considering The King's University as a potential employer, however, only those considered for an interview will be contacted.

The King's University respects, appreciates and encourages diversity. We welcome applications from all qualified individuals including members of visible minorities, Indigenous, First Nations, Metis, and Inuit peoples and persons with disabilities. All qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority.