



CAREER OPPORTUNITY

INTERNAL / EXTERNAL

Classification:	Field – Level 7	Title:	Marketing & Communication Coordinator
Location:	North Battleford OR Meadow Lake	Competition #:	50-BCML-2627
Date Posted:	August 6, 2026	Closing Date:	August 18, 2026 at noon
Start / End Date:	ASAP Full-Time, Permanent	Salary Range:	As per the Collective Agreement Appendix A

The commencement of this position is subject to funding decisions, which are beyond the control of North West College, and therefore subject to change. This is an in-scope position. Internal applications from NWC staff with seniority will be considered prior to outside applicants.

Main Responsibilities:

Reporting to the VP, Marketing and Student Experience, the Marketing and Communications Coordinator will provide marketing expertise and communications support to the College to effectively promote the organization and its programs. This position:

- ♦ Develop and implement a comprehensive marketing and communication strategy to achieve strategic goals and operational targets. This will include evaluating the impact of marketing initiatives and achievement of the overall strategy.
- ♦ Develop, implement and manage a comprehensive social media strategy to promote programming and the College through enhancing the visibility and traffic across various social media platforms.
- ♦ Educate the management team and others across the College on the use of social media as part of the corporate culture, including strategies to promote the College's programs and services.
- ♦ Manage the department's annual advertising budget and complete a review of associated costs as part of the process of contributing to the annual operating budget preparation.
- ♦ Prepare and purchase all branded material and promotional items.
- ♦ Oversee and manage the College's official online shopping portal.
- ♦ Design and prepare all marketing materials and visual media to effectively promote the College and its programs.
- ♦ Oversee the College's website.
- ♦ Oversee the College's internal communication platform.
- ♦ Provide leadership and marketing expertise to all program areas to ensure the design of effective marketing strategies for all programs.
- ♦ Contribute marketing expertise for the promotion of all initiatives of the College.
- ♦ Prepare media press releases to promote and maintain the image of the College.
- ♦ Monitor press and social media coverage of the College and maintain media contacts database.
- ♦ Manage non-governmental donations to the College's scholarship fund.
- ♦ Prepare government reports regarding scholarship donations and distributions.
- ♦ Provide oversight for all fundraising initiatives undertaken by other College departments and ensure appropriate permits.
- ♦ Organize all major fundraising events for the College.
- ♦ Organize the graduation ceremonies.
- ♦ Other duties as assigned.

Qualifications, Skills, Abilities and Experience:

- ♦ A degree in Marketing or a related discipline, from a recognized post-secondary institution.
- ♦ Superior written and oral communication skills.
- ♦ Expertise in internet and social media strategy with a demonstrated track record of success.
- ♦ Demonstrated ability to apply marketing skills including the development and successful implementation of marketing strategies in a competitive environment.
- ♦ Demonstrated understanding of, and proficiency in public relations approaches for the public sector.
- ♦ Demonstrated proficiency in the preparation of media releases.
- ♦ Ability to create strong working relationships with external and internal stakeholders.

- ◆ Ability to synthesize large amounts of data into actionable information.
 - ◆ Strong presentation skills.
 - ◆ Demonstrated expertise in proposal writing.
 - ◆ Knowledge of project management.
 - ◆ Must possess a valid Saskatchewan Driver's License and be willing to travel as required; some overnight stays may be required.
 - ◆ A satisfactory criminal records check is a condition of employment with North West College.
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If you are interested in this position with the College, please complete an application for Employment. The application is located on the website at www.northwestcollege.ca. Please provide a letter to Human Resources outlining how you meet the qualifications, knowledge, education and skills as identified in the posting.

Submit Applications to:

Human Resources
North West College
10702 Diefenbaker Drive
North Battleford SK S9A 4A8
Fax:306.445.2254

Please Quote Competition #50-BCML-2627

NWC thanks all those who applied however only those selected for an interview will be contacted.

Email: nwrccareers@northwestcollege.ca