



CAREER OPPORTUNITY

EXTERNAL ONLY

Classification:	Field – Level 7	Title:	Marketing & Communication Coordinator
Location:	North Battleford OR Meadow Lake	Competition #:	50-BCML-2627
Date Posted:	October 14, 2026	Closing Date:	Open Until Filled
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.

Main Responsibilities:

Reporting to the VP, Marketing & 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