

## **Job Description: Marketing and Communications Lead (Member of Executive team)**

**Summary:** As part of a high-functioning team, The Marketing and Communications Lead manages internal and external communications, ensures brand consistency in person and on social media, works with the Executive Team and Faculty Advisor in developing and implementing marketing and with the Recruitment and Retention Lead for recruitment strategies.

### **Major Duties and Responsibilities**

1. Working with Faculty: Ensures that marketing activities meet acceptable industry and corporate standards.
2. Working with Executive Members
  - a. Attend Executive weekly meeting
  - a. Work with the Executive team to manage external communications and ensure a high level of engagement among stakeholders.
  - a. Coordinate with the Executive team and Recruiter Lead for Executive positions recruitment and handover process
3. Working with External Stakeholders
  - a. With Lead Faculty Advisor, assist in building and maintaining a close relationship with the Fleming College community
  - a. Update the Executive team regularly regarding events and opportunities happening at Fleming College and Peterborough
  - a. Ensure brand consistency across all communications, assist in social media coordination and management. Act as representative of the Enactus Fleming team.
4. Working with Recruitment and Retention Manager: Assist in the development and implementation of recruitment and retention strategies, with input from other members of the Executive Team and Lead Faculty Advisor
5. Working with Social Media Manager: Support the development and implementation of marketing strategies with input from other member of the Executive Team and the Lead Faculty Advisor
6. With Competition Manager: Assist Competition Manager with planning and preparation for competitions
7. General responsibilities
  - a. Attend General weekly meeting and be part of the team that records meeting minutes with specific deadlines

### **Minimum Qualifications and Skills**

- Basic knowledge of Enactus Fleming projects and the Enactus platform
- Leadership and organization skills
- Advanced communication skills and presentation skills
- Background in recruitment and marketing is an advantage but not limited to
- Maintain high familiarity with all current projects
- Teamwork
- Time management to reach deadline
- Ability to multitask and work under pressure
- Strong strategic and creative thinking
- Ability to work well with different cultures, personalities and working styles

**Co-Reports:** President and other members of the Executive Team