



MARKETING AND MEDIA COORDINATOR

Term position (.6 Maternity Leave coverage)

June 28, 2021 – July 15, 2022

Closing Date: open until position filled

Vanguard College is a bible college and discipleship training school with 220 students on campus, 63 students on-line and approximately 30 staff that seek to represent the College with excellence, advance the mission to develop and mobilize Spirit-empowered leaders to be fruitful in God's mission, and uphold the shared vision and values of Vanguard College. Vanguard makes a significant contribution in shaping and inspiring the next generation of leaders for the kingdom of God in Alberta and beyond and also equips a wide range of essential support roles in churches and para-church organizations. Vanguard College offers certificates, diplomas and degrees in Pastoral, Youth, Missions, Children's and Family Ministry, Worship, and Pastoral Care & Counseling, Christian Ministry and Discipleship.

The Marketing and Media Coordinator supports the Enrolment Services Director and the Enrolment Department by overseeing all marketing initiatives including social media, graphics, video and photography content, and supports the Enrolment Department to develop relationships with prospective students.

Key Functions

1. Marketing – Promote the brand of Vanguard College
2. Multimedia - Design and implement the marketing and branding initiatives of Vanguard College
3. Recruitment – Recruit prospective students

Skills and Responsibilities

1. Experience in graphic design and video production, including use of Adobe Creative Suite and Final Cut pro or equivalent.
2. Working knowledge of the use of film and photography equipment.
3. Understanding of marketing elements (including traditional and digital marketing such as SEO, social media, print advertising etc.) and market research methods.
4. Excellent written and oral communication skills.
5. Strong computer skills, including word processing and data management using tools such as MS Office suite in a Windows environment.
6. Able to work independently and as part of a team.

Education and Experience:

- Post-secondary Diploma or Degree
- Minimum 2 years' experience in related field
- Evidence of life and experience in like-minded Christian community

We thank all applicants for their interest. If you identify with these values and possess these skills, please send your cover letter and resume attention Candace Derksen at humanresources@vanguardcollege.com.

Please note in the subject line: **Marketing and Media Coordinator - Vanguard College.**