



Regis College

*Jesuit School of Theology in Canada*

*La Faculté Jésuite de Théologie au Canada*

100 Wellesley Street West

Toronto ON M5S 2Z5

## **EMPLOYMENT OPPORTUNITY**

### **Communications, Marketing & Recruitment Coordinator (Full-time, Permanent)**

**Regis College** is a Catholic, Jesuit graduate school of theology, affiliated with the University of Toronto through the ecumenical Toronto School of Theology. It aims to form women and men for ministry and service in the Church and society according to the charism and traditions of the Society of Jesus and insights of the Spiritual Exercises of St. Ignatius of Loyola.

**Purpose:** Reporting to the Academic Dean, this position is responsible for marketing and communication initiatives and the development and implementation of strategies for student recruitment.

**Responsibilities:** Activities are premised on the promotion of the Jesuit brand.

- Utilize marketing and communication tools, techniques and initiatives to increase the teaching, learning and research profile of the College within the Toronto area and beyond.
- Manage the creation, production and dissemination of the school's newsletter, winter and spring appeals, Christmas cards, etc.
- Review current communication/marketing practices and promotional materials with the objective to identify new and innovative branding initiatives.
- Serve as content developer for the website and social media - maintain a process to keep these outlets current and relevant.
- Design and implement events to expand recruitment of potential students.
- Maintain procedures for measuring traffic flow on the website and through social media.
- Attend external recruitment activities.

## **Qualifications:**

- Bachelor's degree or higher, preferably in marketing, English/journalism, theology or a related communications field.
- 2+ years of marketing, communications, media or public relations experience.
- Excellent writing skills for newsletters and various digital communications.
- Strong verbal and inter-personal communication skills.
- Demonstrated interest and understanding in the faith-based traditions of the Catholic Church and the Society of Jesus (Jesuits).
- Ability to multi-task with a strong attention to detail.
- Creative thinking, initiative, organizational and problem-solving skills.
- Highly proficient working knowledge of the latest software programs, MS Office Suite along with website and design software including but not limited to Adobe Suite and CorelDraw.
- Demonstrated experience with social media tools, platforms, and analytics.
- Basic video and graphic design skills.
- Some knowledge of French is preferred.

**To apply, please submit your resume, cover letter and the name of three references in MS Word or PDF format to [julie.cachia@utoronto.ca](mailto:julie.cachia@utoronto.ca). Review of applications will begin September 6 and continue until the position is filled.**

**We thank all applicants for their interest, however only those candidates selected for an interview will be contacted.**

*Regis College complies with the Accessibility for Ontarians with Disabilities Act (AODA) and will provide reasonable accommodations to individuals with disabilities. If contacted for an interview, and accommodations are needed, please inform us at that time.*

**August 29, 2019**