

## Marketing Officer, International Education Marketing and Web Presence

Full-Time Position Available (August 1, 2018 up to March 29, 2019) with Possibility of an Extension

Applicants are to clearly demonstrate how they satisfy the selection criteria in their written submissions and must identify the competition number they are applying for in the subject line of the email

An eligibility list may be created for similar casual, part-time, full-time, and term positions

*Red River College is a leader in applied learning and innovation. Our talented team of employees is passionate about education, innovation and student success. We offer competitive salaries, extensive benefits, and the opportunity for personal and professional growth in a rewarding career.*

### Duties:

Under the direction of the Director Marketing and Web Presence, and liaising with the International Education Department, the Marketing Officer is responsible for planning, executing, coordinating and implementing the overall promotion, marketing communications, advertising and recruitment marketing strategies for RRC's International offering. The incumbent will work to support marketing and recruitment efforts in all of RRC's international target markets with a particular focus on growing the College's presence and reputation in Latin American (specifically Brazil). This position is responsible for leading and executing marketing projects and key initiatives for the department and related academic areas in a team leader/coordinator capacity. The Marketing Officer is responsible for ensuring all strategic marketing materials are creatively executed and are consistent with the college's brand, and acts as the lead person in facilitating the all related production and digital communications.

### Required Qualifications:

- Business Administration diploma with a focus or major in Marketing or related area (i.e., Communications)
- Demonstrated relevant professional work experience
- Ability to formulate strategy, understand audience needs and respond accordingly
- Experience developing communications for social media platforms
- Proficient in iOS and the Adobe Creative Suite
- Experience with WordPress
- Excellent organizational skills
- Excellent interpersonal communication skills
- Excellent written and verbal communication skills
- Able to work independently, as well as part of a team
- Values Diversity, Equity, and Inclusion
- Commitment to lifelong learning

### Assets:

- Experience auditing marketing operations and developing effective strategic marketing and media plans
- Experience working with and marketing to international audiences
- Bilingualism: English and Portuguese

### Conditions of Employment:

- Applicants must be legally entitled to work in Canada
- This position may be required to work evenings and/or weekends
- This position may be required to travel

*We seek diversity in our workplace. Indigenous persons, women, visible minorities and individuals with disabilities are encouraged to apply.*

Competition Number: 2018-097  
Closing Date: July 17, 2018  
Salary Range: \$46,942 - \$64,210 per annum

Apply to Red River College by email: [humanresources@rrc.ca](mailto:humanresources@rrc.ca)

We thank all applicants for their interest, but only those selected for an interview will be contacted. Red River College provides accommodations to applicants with disabilities throughout the hiring process. If an applicant requires accommodation during the application or interview process, Human Resource Services will work with the applicant to meet accommodation needs.

For more information and other employment opportunities, visit [blogs.rrc.ca/hr](http://blogs.rrc.ca/hr)  
2055 Notre Dame Ave., Winnipeg, Manitoba R3H0J9

