



Trafalgar Castle  
School

At **Trafalgar Castle School**, our goal is to lay the foundation for each girl's future, and give her the tools to carve out her own destiny. We offer an unparalleled curriculum delivered in an atmosphere of support from her teachers and peers alike. Our castle is a place like no other – one that cultivates skills, ignites curiosity and brings each girl into her own, whether she is an artist, an athlete, an intellectual, or a little of each. Capable and confident, our graduates are exceptional young women who know without question - their possibilities are endless.

Located just east of Toronto in Whitby, Ontario, **Trafalgar Castle School** provides a rich learning environment for academic and personal growth and development of young women. With a current enrolment of 230 day and boarding students from Grades 4 to 12, our community offers a vibrant and diverse atmosphere.

Our school is a community – small, close-knit, supportive and spirited. Together, we work hard, support each other, and aren't afraid to ask ourselves how we can do better. We may be small, but we're definitely mighty!

We are currently seeking to fill the role of:

### **Marketing and Communications Specialist (maternity leave)**

The Marketing and Communications Specialist will report to the Director of Enrolment Management for this ten month maternity leave and is responsible for strategic marketing and communications. A gifted communicator and tech-savvy story teller, the Marketing and Communications Specialist brings an understanding of traditional and new media to the development of an innovative marketing and communications program.

Creative, an "out-of-the-box" thinker with an eye for detail and design, the Marketing and Communications Specialist can strategize, plan and execute. A "no job is too small" attitude enables them to manage a project from start to finish, working with internal and external constituent groups. The ideal candidate has the ability to work both independently and collaboratively, exercising tact and good judgement in dealing with different constituent groups.

### **RESPONSIBILITIES AND PERFORMANCE REQUIREMENTS:**

- Develop and manage the production of all marketing and communications materials ensuring strong brand profile with synergy and efficiency across all marketing material;
- Develop and manage the school's social media presence;
- Direct ongoing improvements and updates to the website, including content and SEO management;
- Work collaboratively to support other departments to ensure consistent branding;
- Plan and execute media buys and advertising production;
- Create a range of print and electronic materials including feature stories, news releases and publication content to leverage Trafalgar's brand internationally, nationally, and locally; and
- Undertake market research.

## **KNOWLEDGE, SKILLS AND ATTRIBUTES**

- Experience in Search Engine Optimization (SEO) tactics and strategies;
- Understanding of key social trends and media platforms (i.e. Facebook, YouTube Instagram and Twitter) and how they can be used to shape brand identity;
- Resourceful and flexible, with a good sense of humour;
- Ability to work independently;
- Thrives on the challenge of producing "big" results with "tiny" resources;
- Knowledge of the independent school community;
- Excellent writing and editing skills across multi-media platforms;
- Experience with Canadian Press Style preferred; and
- Familiarity with the Google Apps Suite and Google Analytics would be an asset.

## **EDUCATION AND EXPERIENCE**

- Post-secondary degree or diploma in marketing, communications, public relations or equivalent;
- Minimum of three to five years' experience in marketing and communications.

Interested candidates should submit a resume and cover letter by May 10, 2019 to:

Peggy Watt, Human Resources Manager

**Trafalgar Castle School**

401 Reynolds Street, Whitby, ON L1N 3W9

Email: [careers@trafalgarcastle.ca](mailto:careers@trafalgarcastle.ca)

**Trafalgar Castle School** thanks all interested candidates, however, only those selected for an interview will be contacted. **Trafalgar Castle School** is committed to providing

accommodations for persons with disabilities. If you require accommodation at any stage during the recruitment process, please contact Human Resources so that we may work with you to meet your needs. As a condition of employment, successful candidates will be required to submit a current original Vulnerable Sector Screening from the police jurisdiction in which they reside prior to commencing employment.

For further information, please visit us online at: [www.trafalgarcastle.ca](http://www.trafalgarcastle.ca).