



Trafalgar Castle School

TITLE: Marketing Communications Coordinator
STATUS: Full Time, Permanent
REPORTS TO: Executive Director of Community Development and Engagement
CLOSING DATE: November 18, 2022

Summary of Position

Trafalgar Castle School is an all-girls' day and boarding school situated in Whitby, Ontario. We've been around a long time (est. 1874) and may be small in size but we're big in heart and even bigger when it comes to bold ideas.

We're looking for a talented Marketing Communications Coordinator to support the Enrolment department, working alongside the Executive Director.

The Marketing Communications Coordinator is an energetic team player who is committed to Trafalgar's vision. As a passionate individual, the Coordinator will provide effective and engaging support for Trafalgar's goals in marketing, communications, enrolment, community relations, events and fundraising. In addition, knowledge of social media platforms and online marketing tools will help them be successful in their work.

You have:

- Minimum 2 years of relevant administrative experience;
- Strong knowledge of not-for-profit operations with volunteers, fundraising would be an asset;
- Post-secondary education in special events, marketing, communications, public relations or related field, or the equivalent combined education and work experience;
- Media relations principles and best practices;
- School principles, philosophy, priorities and programs, to help develop content for a variety of publications and communications;
- Understanding of key social trends and media platforms and how they can be used to shape brand identity;
- Knowledge of the independent school community;
- Proficient in the use of Microsoft Office, including Access, and databases (e.g. Blackbaud);
- Familiarity with the Google Apps Suite, Google Analytics and desktop publishing software would be an asset;
- Effectively use graphic design skills;
- Experience with Canadian Press Style preferred; and
- Excellent communication and interpersonal skills with a strong attention to detail.



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You are:

- Highly customer-service focused with great relationships building skills and the ability to quickly build rapport with a wide variety of constituents including faculty, staff, Parents' Guild;
- A solution-oriented individual with a keen eye for detail;
- A collaborative team player who is also able to work well independently;
- Ability to provide advice and guidance to all constituencies on effective marketing, communications, publications, electronic communications and branding;
- Resourceful and flexible, with a good sense of humour;
- Excellent time management and organizational skills;
- Excellent writing and editing skills across multi-media platforms; and
- A flexible, open-minded person who is willing to brainstorm ideas, contribute new ways of thinking and open to trying new things.

What you'll be doing:

- Providing outstanding customer service;
- Ensure clarity of all internal and external communications for our community members;
- Coordinate and source promotional materials, media buys, sponsorship and external relations opportunities;
- Coordinate and manage the online store;
- Provide event implementation and support through ticket registration, set-up, promotional listings, exhibitions set-up, and event day programming;
- Assist in the development and coordination of the production of marketing and communications collateral such as print ads, direct mail brochures, newsletters, e-newsletters, presentations, digital media and any other communication and promotional materials; and
- Assist with updates to the website, including social media posts as needed.

Here's what we offer:

- Working in a Castle! You'll see when you get here, it's a beautiful place to be;
- Competitive compensation;
- Free parking;
- Lunches provided (taxable benefit);
- RRSP Matching;
- Summer hours;
- Half-day Fridays prior to long weekends;
- Discounted tuition for children of staff; and
- A welcoming and vibrant school community.



Trafalgar Castle School

Please submit your covering letter and resume by Friday November 18, 2022 to careers@trafalgarcastle.ca.

Trafalgar Castle is committed to fostering an inclusive, diverse and respectful environment where everyone feels they belong. We welcome and encourage qualified applicants who share our commitment. We are also committed to providing accommodations for persons with disabilities. If you require accommodation at any stage during the recruitment process, please contact Human Resources Manager Christine Anderson at anderson.christine@trafalgarcastle.ca 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 the health and safety of our staff and students, our School strongly recommends COVID-19 vaccinations.

For further information, please visit us online at www.trafalgarcastle.ca.