

IDENTIFICATION

Job Title:	Marketing and Communications Coordinator	Division:	University Relations
Name of Immediate Supervisor:	Misha Warbanski	Position Number:	YC
Supervisor's Title:	Director, Communications and Marketing	Effective Date:	TBD

<p>Purpose of the Role</p> <p>The Marketing and Communications Coordinator helps share Yukon University's stories, achievements, opportunities, and impact with communities across the Yukon and beyond. The Coordinator serves diverse internal clients (including administrative units, academic, research, continuing studies and community education), the role ensures that information about programs, research, events, and initiatives is communicated clearly, consistently, and in a way that reflects Yukon University's values, priorities, and brand.</p> <p>By helping connect students, employees, partners, communities, and the public with the work happening across the University, this role strengthens awareness, engagement, and trust in Yukon University. Without this position, the University would have reduced capacity to promote its programs and research, support meaningful community connections, and tell the stories that demonstrate the value and impact of post-secondary education in the North.</p>
--

<p>Key Responsibilities</p> <ol style="list-style-type: none"> Provide practical and strategic marketing and communications support to internal clients by developing and coordinating initiatives that advance Yukon University's priorities, strengthen awareness of programs and research, and support engagement with students, communities, partners, and the public. Lead the development and delivery of marketing and communications materials that communicate Yukon University's programs, services, events, research, and achievements in a clear, consistent, and engaging manner across a variety of channels and audiences. Support and strengthen Yukon University's brand and reputation by ensuring communications and marketing activities align with institutional standards, reflect University priorities, and promote a consistent and positive public presence. Build and maintain effective relationships with internal clients and their partners, including faculty, staff, researchers, partner organizations and contractors, to support communications objectives and share Yukon University's stories and successes. Coordinate public engagement activities by providing event planning support, identifying opportunities to increase awareness of Yukon University initiatives, and supporting interactions with media and community audiences.

6. **Contribute to institutional projects, events, and strategic initiatives** through communications planning, promotional support, event coordination, and the development of materials that advance University-wide goals and priorities.

People Leadership

This position does not have direct supervisory responsibility for employees.

The Marketing and Communications Coordinator provides leadership through expertise, influence, and collaboration across Yukon University. The role advises faculty, researchers, managers, and staff on marketing, communications, branding, media relations, and public engagement activities, and leads communications and marketing projects involving internal stakeholders and external service providers. The incumbent exercises independent judgment in recommending communications strategies, identifying opportunities to increase awareness and engagement, and ensuring communications activities support Yukon University's priorities, reputation, and brand.

JOB ELEMENTS

Decision - Making

The Marketing and Communications Coordinator leads development of communications and marketing approaches for assigned projects in collaboration with other members of the marketing and communications team (e.g. web developer, digital marketing coordinator, strategic communications advisor), prioritizes work across competing initiatives, and approves content and messaging within established brand and communications guidelines. The incumbent provides recommendations to YukonU clients (including program coordinators, managers, faculty, researchers) on communications and marketing strategies. Matters involving significant reputational, legal, policy, governance, or organizational risk are referred to the Director, Strategic Communications and Marketing for direction.

Communication and contacts

The Marketing and Communications Coordinator regularly collaborates with program coordinators, managers, faculty, researchers, and staff across Yukon University to gather information, provide communications and marketing advice, develop strategies, and support the promotion of programs, research, events, and initiatives. The role influences and guides stakeholders on communications best practices, brand standards, media relations, and public engagement activities.

Externally, the incumbent communicates with partner organizations, contractors, sponsors, and members of the public to exchange information, coordinate activities, promote Yukon University initiatives, and support positive relationships. Interactions require strong communication, collaboration, and relationship-building

skills to ensure consistent messaging, support organizational objectives, and maintain Yukon University's reputation.

Knowledge and Experience

1. Degree or diploma in Marketing, Graphic Design, Communications, Journalism, or a related field. An equivalent combination of education and experience may be considered.
2. A minimum of three to five years of experience in communications, marketing, graphic design, or a related field. Practical and demonstrated experience:
 - developing communications and marketing strategies for clients and evaluating impact.
 - managing projects (such as event planning, producing publications), and effective collaboration.
 - capturing and producing creative content for diverse audiences and platforms.
 - producing marketing and communications tools and templates.
 - facilitating training on marketing and communications-related topics.
 - developing and maintaining workflows and procedures to support service standards; effective information management.
3. The role requires knowledge of communications and marketing principles, brand management, digital communications, and public engagement practices. Knowledge of Yukon First Nations, Yukon communities, and the northern context is an asset. Strong communication, relationship-building, organizational, and judgment skills are required.

WORKING CONDITIONS

Specific Working Conditions & Requirements

The position operates in a dynamic environment with multiple competing priorities, deadlines, and stakeholder needs. Occasional evening or weekend work may be required to support events, conferences, media activities, or other University initiatives. The role requires the ability to represent Yukon University professionally and effectively in both internal and external settings.