POSITION SUMMARY
QUEEN’S UNIVERSITY
WORK STUDY

POSITION TITLE: Marketing & Communications Intern
DEPARTMENT: School of Nursing
EFFECTIVE DATE: June 1, 2021

JOB SUMMARY:
Reporting to the Marketing & Communications Assistant, the Marketing & Communications Intern is responsible for implementing various marketing and communication responsibilities for the School of Nursing. The incumbent participates in special projects for the School which may include: promotion of research; marketing with the purpose of recruitment and retention of diverse students, trainees, and faculty members while highlighting the School to external audiences; and special event planning. To apply please send your resume to: NURS.APPLYJOBS@queensu.ca

KEY RESPONSIBILITIES:
• In consultation with the Assistant, creates and posts social and digital media content and makes suggestions to increase awareness and engagement.
• Recommends and develops content for the website and written materials (copywriting) in support of the School’s objectives, priorities and key messages.
• Assists in creation of promotional and marketing materials.
• Coordinates photography and video for special events and marketing purposes.
• Creates graphics and posters for the School, as directed by the Assistant.
• Reviews the School’s promotional materials and assists with program recruitment and marketing.
• Ensures that all marketing and communication initiatives align with Queen’s University’s visual/brand standards and accessibility requirements.
• Undertakes other duties as required, in support of the School.

REQUIRED QUALIFICATIONS:
• Previous (6 months minimum) of relevant experience using marketing and communication processes and tools, including website development and social media marketing tools.
• Experience developing promotional materials in a variety of formats, including print and digital.
• Experience with the Adobe Creative Suite (e.g., Lightroom, Premiere Pro, In-Design) and basic HTML is considered an asset.
• Experience in creating tailored digital content for specific audiences on specific platforms is considered an asset.
• Consideration may be given to an equivalent combination of education and experience.

SPECIAL SKILLS:
• Respects diversity and promotes equity and inclusion in the workplace.
• Excellent communication and interpersonal skills, both oral and written.
• Attention to detail and accuracy, with an appreciation for the implications of errors for the University and the School of Nursing with respect to reputation and relationship building; is thorough when performing tasks and conscientious about attending to details, ensuring quality of products and services.
• Organizational and time management skills and the ability to maintain focus despite interruption.
• Ability to make decisions independently, set priorities and manage/execute multiple tasks.
• Ability to take initiative to improve and streamline work within tight timeframes while juggling priorities. Excellent time management and organizational skills.
• Ability to interact professionally and effectively with all stakeholder groups. Diplomacy, tact and good judgement in dealing with diverse groups of people: students, alumni, university employees, donors and volunteers.
• Ability to work as part of a team - flexibility, willingness to adapt and do what is necessary to further communication objectives.
• Strong customer service orientation: proven ability to respond to client requests quickly and professionally.
• Ability to deal with sensitive and confidential matters related to reputation issues.

DECISION MAKING:
• Determines content for social media and communication and maintains timeliness of material by proactively posting updates as determined in consultation with the Assistant.
• Determines necessary and appropriate content and format for various written, social and digital communications, as assigned.