

## Administration Staff Job Description of Marketing & Communications Assistant

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### **Job Position:**

Marketing and Communications Assistant

### **Hours:**

7-8 hours/day. Scheduled hours will be Monday through Friday, 8:30am-4:30pm. Specific schedule will be determined upon hire.

### **Pay and Vacation:**

\$15.75-\$16.80 per hour, depending on qualifications. Vacation time as per Administration Employee Handbook.

### **Location:**

Wind & Tide Administration Office  
#113 – 5455 152 St., Surrey, BC

### **Report to:**

Marketing and Communications Manager

### **Summary:**

Contribute to the efficient day-to-day operations of the Wind and Tide Administration Office, providing support to employees in the Administration Office. Primary focus will be on supporting the registration team and providing follow-up assistance with registration procedures and payment collection. Duties will also include reception (telephone and office greeting), email responses, clerical and project-based work depending on the time of year.

Employee should present a warm and professional image of the company through phone, email and in-person interactions.

### **Primary Responsibilities:**

- Assist the Marketing & Communications department as needed in day-to-day operations.
- Help to oversee social media management and promotion.
- Routinely check to ensure that both the Wind & Tide Teacher Portal and Parent Portal are both current and up-to-date, and that any new items are added promptly and as required.

- Help to review and update the company's website to ensure information posted is current and up-to-date, and assist with any required changes or expansions.
- Oversee posting announcements to Wind & Tide's website in conjunction with the Marketing Department.
- Oversee posting job posting announcements to Wind & Tide's website, and updating postings with direction from the Recruitment Manager/HR team.
- Review and update email templates and assist in sending out communication (emails, newsletter, etc.) to families, both for promotional and informational purposes.
- Assist with sending out internal email communications as needed.
- Help with the production of promotional material and internal curriculum pieces, including printing, collation and distribution.
- Work with existing database software and systems with a high level of accuracy and attention to detail
- Assist with coordination and roll-out of Wind & Tide events, including those scheduled for any after-school Development Programs, as well as assisting in the preparation of communication, and promotion for such events (ex: Dance-A-Thon, Union Gospel Mission, Fun Family Fair day, etc.).
- Help organize and maintain electronic files for the Marketing and Communications team.
- Help to gather information to be published in Wind & Tide's Staff Newsletter from various departments, and edit submitted material before submitting content to the Marketing and Communications Manager.
- Oversee the distribution of monthly emails to staff (Teacher Checklists, Active Play, etc.), and help to prepare email invitations for Professional Development Days, Staff Meetings, and other events.
- Assist with review and editing of any communication, collateral pieces (ex: Policies Handbooks, etc.) or advertising materials as requested.
- Attendance at Wind & Tide Professional (Pro-D) Days is required.
- Assist in creating presentation materials (PowerPoint, videos, etc.) for Professional Development Days and Staff Meetings, including the operation of A/V equipment during these events.
- Assist the Director of Development Programs with Presentation Events (January and April/May) for after-school Development programs. In the spring, this could include attending some Presentation events as a Wind & Tide representative for staff and family, in addition to overseeing stage/sound setup with A/V technicians, and ensuring events run smoothly.
- Provide assistance on exterior/temporary signage projects, when required.
- Other duties as assigned in order to assist in the daily operations of the Administration office, particularly for large projects, and during peak times (start-up of new school year, Dance-A-Thon, Registration [October/November and April/May], year end, etc.).

### **Knowledge and Skill Requirements:**

The ability to:

- Attention to detail and has the ability to work independently without supervision.
- Understand the dynamics of a two-person team and be able to routinely initiate providing updates and follow-up on joint tasks/projects.
- Experience with Social Media within a professional environment. Previous experience working on social media for a company/organization is an asset.
- Must possess excellent communication skills with a strong command of the English language, both verbally and written (ie. spelling, grammar)

- Ability to multitask under pressure, and adhere to deadlines
- Professional, punctual, and eager to learn
- Seeks to work in a team office atmosphere, and will embrace the opportunity to work within a smaller team as well.
- Experience in event planning (not required, but an asset)
- Computer experience is required, and strong command of Office (Word, Excel, PowerPoint), as well as Google (Gmail, Google Docs, etc.) is also required.
- Experience working with Adobe Suite (InDesign, Photoshop, etc.) is an asset
- Strong working knowledge and experience working with social media platforms, including Facebook and YouTube.
- Able to conduct themselves clearly and professionally on the phone and in written correspondence
- Experience editing/proofreading is an asset
- Graciously take direction from other Administration staff
- Maintain professional relationships with all Wind & Tide staff
- Present a warm and professional image of Wind & Tide to staff, families and public, both in verbal and written communication, at all times
- Experience with Preschool/Childcare programs, including Wind & Tide's after-school Development Programs is an asset

#### Personal Characteristics:

- **Relationships:** maintains positive and healthy working relationships with others, both internally and externally
- **Communication:** excellent verbal and written communication skills, portraying warmth, care and enthusiasm to clients and co-workers
- **Time Management:** displays a strong, positive work ethic and the ability to assess situations to determine urgency and prioritize as needed
- **Organization:** demonstrates attention to detail and exceptional organizational skills
- **Resourcefulness:** asks for clarification and assistance when needed, independently seeking solutions as appropriate
- **Responsibility:** demonstrates flexibility to ensure the areas that they are responsible for are complete
- **Initiative:** makes decisions to enhance organizational effectiveness (as appropriate), and take initiative to undertake self-directed tasks when necessary
- **Teamwork:** works cooperatively and effectively with others to solve problems, ensuring that all aspects are communicated to other team members and staff
- **Problem-Solving:** approaches problems resourcefully and in an open-minded manner
- **Conflict Management:** willingness to work through conflicts with others in a healthy manner
- **Leadership:** (where applicable) demonstrates gracious leadership, leading by example, with authenticity and compassion
- **Confidence:** enjoys working in fast-paced environment
- **Enthusiasm:** is eager to see progress and meet goals