



Atlantic Education International (AEI) Communications and Marketing Coordinator

Atlantic Education International is looking for a Communications and Marketing Coordinator who can maximize our social media and digital presence, develop marketing strategies, and manage our communications activity, including media relations, events, digital channels, collateral development, and employee communications. The Communications and Marketing Coordinator will be responsible for developing and executing timely, quality, cost-effective internal and external communications that support AEI's Strategic Plan, Mission, and Vision.

The successful candidate must be an inspirational communicator with strong business writing and editing skills, as well as strong content creation and storytelling abilities. They will create compelling messages through multiple mediums to promote AEI and its various business lines while ensuring that messaging is consistent with our overall strategy and brand. As a member of the AEI family, you need to be fun to work with, as eager to address envelopes as participate in an outbound mission, and excited to recognize student, partner and staff accomplishments.

Job Type: Full-time, on-site

Basic Qualifications

- Bachelor's degree in Marketing, Communications, or in a related field with 5+ years of relevant experience in marketing, communications, content creation, and digital media
Master's degree or additional certification is considered an asset
- Must have strong digital format experience
- Ability and willingness to immerse oneself into the organization, with a positive, can-do attitude
- Proven success in brand management, external relations, and internal communications
- Ability to generate comprehensive, multi-channel marketing and communications plans that support organization goals
- Exceptional project management skills; able to work independently on multiple assignments while maintaining high-quality results; deadline and detail-oriented
- Superior interpersonal, oral, and written communication skills
- Metrics driven ability to analyze data and draw insights

Key Responsibilities:

- Lead the development of marketing and communications plans and materials to support AEI's various business lines and recruitment efforts
- Lead and directly contribute to compelling external communications efforts such as weekly newsletters, regular social media posts, annual publications, press releases, web content, and small to large-scale events

- Plan and execute communication campaigns that include online and digital channels, localized marketing projects as well as traditional advertising and public relations
- Manage project milestones from project approval, through strategic development, content and creative development, production to completion
- Develop and implement effective communication strategies and go-to-market programs that build brand awareness
- Develop strategies to build AEI's overall brand, ensuring consistent and proper use, by devising and establishing guidelines and processes for effective and efficient communication and branding efforts
- Consistently align content and approaches with research determined customer trends and market changes
- Collaborate with AEI's various business lines to guide the creative direction and amplify marketing campaigns

Salary is in the range of \$65,000 - \$80,000 annually, with consideration for qualifications and experience. If you are interested in the role of Communications and Marketing Coordinator with AEI, you are invited to submit a cover letter explaining your suitability, a complete resume, and the names of three references to aeihr@gnb.ca on or before August 12, 2022. Interviews will take place the week of August 22 and start date will be as early as September 12, 2022.

We thank all applicants for their interest but only those selected for an interview will be contacted.

We look forward to having the successful candidate join our AEI team. Your next professional adventure awaits!