

## Administration Staff Job Description of Marketing and Communications Assistant

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**Job Position:** Marketing and Communications Assistant

**Hours:**

7.5-8 hours/week, with preference for hours to be completed in one day of the week. Scheduled hours will be between Monday - Friday, 8:30am – 4:30pm. Specific schedule will be determined upon hiring.

**Pay and Vacation:**

\$15-\$16.75 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

**Primary Responsibilities:**

- Assist the Marketing and Communications Department as needed in the day to day operations.
- Help to oversee social media management and promotion, and assist with expanding social media presence to optimize marketing potential.
- Routinely assist 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.
- 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 to create promotional material and internal curriculum pieces, including distribution.
- 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.).
- Assist with the creation and ordering of printed and promotional items, and materials.
- 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.
- 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.).
- Attendance at Wind & Tide Professional (Pro-D) Days is strongly encouraged.
- Provide assistance on exterior/temporary signage projects, when required.

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

- Attention to detail and has the ability to work independently without supervision
- Experience with Social Media within a profession 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, yet will embrace the opportunity to work within a smaller team as well.
- Experience in event planning (not required, but is 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
- 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 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 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
- Teamwork: works cooperatively and effectively with others to solve problems, ensuring that all aspects are communicated to other team members and staff
- Resourcefulness: asks for clarification and assistance when needed, independently seeking solutions as appropriate
- Confidence: enjoys working in fast-paced environment
- Enthusiasm: is eager to see progress and meet goals
- Organization: demonstrates attention to detail and exceptional organizational skills
- Time Management: displays a strong, positive work ethic and the ability to assess situations to determine urgency and prioritize as needed
- 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
- 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.