

POSITION DESCRIPTION

POSITION TITLE:	Marketing Associate Brantford
JOB TYPE:	Part-time, contract
SALARY RANGE:	\$14.00 per hour
REPORTS TO:	Director, Marketing Communications
EDUCATION:	Currently enrolled in a post-secondary program at Wilfrid Laurier University for Communications, Marketing, Graphic Design or Advertising, OR any relevant experience in any of these fields of study
TECHNICAL:	Excellent written and verbal communication skills, proficiency in social media tools and platforms (Facebook, Snapchat, Instagram, Twitter, YouTube) and blogging experience. Experience with Adobe Creative Suite, WordPress, video filming/editing and photography, and asset

SUMMARY:

As a member of the Marketing Department of the Wilfrid Laurier University Students' Union you will assist in sharing the story of our students, and work to ensure that the Students' Union is accessible, as well as a voice for students, while mitigating reputational risk to the organization. Reporting to the Director, Marketing Communications, you will be focused on assisting the Marketing Department's execution and maintenance of marketing content both digital and physical, for the Students' Union, including, but not limited to, digital strategy, social media, event coverage and video editing. You will need to be highly motivated to work in a fast-paced environment, extremely well organized, detail oriented, have strong interpersonal skills and excellent time management skills.

JOB SPECIFIC DUTIES:

The specific functions of the Marketing Associate encompass a wide variety of roles and responsibilities that may from time to time be modified as the Director, Marketing Communications sees fit. It is important to note that not all functions and duties are contained within this definition, and the position itself will be ever changing and adaptive. Nevertheless, specific roles and responsibilities allocated to the position include, but are not limited to the following:

- Operate in accordance to the Vision, Mission and Guiding Principles, by-laws and policies of the Wilfrid Laurier University Students' Union and possess a working knowledge of the various functions and activities of the Students' Union;
- Remain well versed in marketing communication strategies, policies, procedures, and trends within similar fields, industries, and environments to ensure best practices;
- Adhere to best practices, systems and procedures within the Marketing Communications department;
- Meet regularly with other members of the Marketing Communications department to help execute the Students' Unions' marketing strategy, content execution and implementation strategies;
- Assist the production, execution and maintenance of content for multimedia avenues, including blogging, copy writing, video production, and photography for the Students' Union website(s), social media platforms, and digital media signage as well as printed assets;

POSITION DESCRIPTION

- Review web and social analytics to determine audience, content value and success;
- Provide analytics & metrics to the Director, Marketing Communications on social campaigns, as well as research new ways to improve and test with new initiatives;
- Assist in the creation, management, and growth of the organization's presence through blogs, social media, and other strategically relevant online properties;
- Assist in copywriting for physical and digital media, press releases, emails, blogs and social media;
- Make use of social media monitoring to view our online perception and take part in digital conversations on the Students' Union social media channels;
- Assist in moderating the Laurier private social network and external social media profiles (including Facebook, Twitter, YouTube, etc.);
- Assist in regular marketing meetings with representatives from various departments and volunteer committees;
- Assist in the support of all Marketing Communications department volunteers;
- Assist in the support of Students' Union volunteers and staff, as needed;
- Assist in the maintenance of the Marketing Communications files according to department specific guidelines;
- Aid in conceptualization of graphic design related projects – including, but not limited to, posters, logos, manuals, and graphics;
- Complete graphic design related projects as needed and as determined by Director, Marketing Communications and Production Manager, including blog images, social media posts, and projects for volunteers;
- Assist in other marketing related projects, as requested by the Director, Marketing Communications including, but not limited to: video editing and production, photography, and event coverage; and
- Any other duties as assigned by the Director, Marketing Communications.

WORKING CONDITIONS & TIME COMMITMENT:

- Part-time, contract position, with the expectation to work 15-20hrs per week;
- Core hours are 10:00am-4:00pm, Monday to Friday, however hours will vary depending on time of year and project needs/event coverage;
- The Wilfrid Laurier University Students' Union operates on both the Waterloo and Brantford campuses, and while projects may overlap between campuses, your position is based on Brantford campus.
- Work will mainly be completed seated at a desk, using a computer.

COMMITTEE MEMBERSHIP:

- Assist the Marketing Department with bi-weekly Marketing Executive Meetings in Brantford; and
- Any committee as requested or appointed to by the Director, Marketing Communications.