

JOB DESCRIPTION

MARKETING AND EVENTS COORDINATOR

GRAPHIC DESIGN DEPARTMENT

UNIVERSITY OF VICTORIA STUDENTS' SOCIETY

FUNCTION:

1. Assists in the development, coordination, and administration of the overall marketing and promotion program to maximize members' awareness of their Society and its student services, campaigns and to effectively market Students' Society events and business services.
2. Manages all UVSS board and SUB social media and web based promotional campaigns.

ORGANIZATIONAL RELATIONSHIP:

1. Reports and is responsible to the Art Director; under the overall direction of the Administration and Services Manager
2. Works closely with all Department Managers, Excluded Managers, the Graphics Department, the Communications Office, and the Board of Directors on marketing, promotions and events.

DUTIES:

1. Assists in the development of marketing and promotional plans, coordinated and implemented with input from department managers, Excluded Managers, Graphics and Communications staff, the Board of Directors, and UVSS members and customers.
2. Develops marketing and promotion performance metrics and reports to managers on the effectiveness of marketing projects.
3. Monitors website analytics and social media metrics and strategically uses data to advise the Marketing, Planning and Advisory Group (MPAG) Department and improve web development and social media management.
4. Executes the maintenance, training and implementation of all social media marketing in coordination with Communications and Graphics staff.
5. Provides support and training to Lead Directors in social media, event, campaign, and promotional planning.
6. Coordinates photo and video content creation for UVSS events and businesses
7. Meets with all department managers as required to coordinate cross-departmental marketing and promotional initiatives.
8. Assists the Board of Directors and department managers in developing effective campaigns and events.
9. Assists and coordinates editing, proofing, and adding copy to marketing/promotional material. Prepares straightforward marketing materials where technical graphics design work is not required.
10. Other related duties as assigned by the Art Director and/or Administration and Services Manager.

QUALIFICATIONS:

Required:

1. Relevant education and experience (degree preferred).
2. Minimum one (1) year demonstrated experience in the planning and implementation of complete promotional campaigns, including materials.

3. Experience developing content for and managing digital assets, including, but not limited to: WordPress, Facebook, Instagram, Twitter, YouTube, Mailchimp, and Hootsuite.
4. Minimum one (1) year experience in promotions and marketing, including web-based marketing.
5. Experience organizing large scale events with multiple, diverse stakeholders.
6. Experience with Microsoft Office Suite computer software, G Suite, and Adobe Creative Cloud.
7. Demonstrated experience writing and editing copy for diverse audiences.
8. Demonstrated marketing and promotion research and creativity skills.
9. Experience in positive and effective relationships with the media.
10. Ability to work independently with little supervision.
11. Demonstrated strong interpersonal skills including but not exclusive to:
 - Self-motivation & initiative
 - Ability to work independently
 - Skills in leading project working teams
 - Creativity
 - Organization and time-management skills.
12. Commitment to a high standard of customer service.

Preferred:

1. Demonstrated understanding of social justice issues.
2. Basic photography skills, including editing and formatting.

This is a permanent job and is a unionized position with the United Steelworkers. The University of Victoria Students' Society is an equal opportunity employer.