



JOB POSTING INFORMATION

JOB TITLE: MARKETING COORDINATOR

JOB CODE: SA-MC-13

DATE POSTED: JULY 15, 2013

POSTING EXPIRES: JULY 22, 2013 AT 12:00PM

JOB TYPE: FULL-TIME (40 HOURS PER WEEK), CONTRACT

TRAVEL REQUIRED: SOME

LEVEL/SALARY RANGE: \$30,000 TO \$35,000 (NON-NEGOTIABLE)

LOCATION OF WORK: STUDENT CENTRE, NORTH OSHAWA CAMPUS

JOB SUMMARY

The Marketing Coordinator will report to the Executive Director and work closely with the Communications + Marketing creative team (Communications Officer and Graphic Designer). The Marketing Coordinator will actively create and coordinate strategies that will assist the organization in achieving their ends, by working with each department on a regular basis.

The Marketing Coordinator is responsible for promoting the image and brand of the Student Association at Durham College & UOIT (SA) and all its sub-brands to the campus community. Leading a team of students (known as the Promotions Crew), the Marketing Coordinator will ensure that the membership is fully informed of all events, activities, campaigns, and services of the SA by creating, executing, and evaluating marketing plans.

This is a contract position that will end April 30, 2014. The successful applicant may be required to work evenings and weekends in addition to his/her regular office hours.

SUMMARY OF DUTIES:

- Create, implement, and evaluate marketing plans, ensuring the department head is satisfied and that the membership is properly aware of the SA and its initiatives and services.
- Ensure all marketing initiatives meet Risk Management protocols.
- Recruit, train, and supervise a promotions team, made up of approximately 10-15 students (includes scheduling and submitting timesheets for payroll).
- Maintain poster boards and outdoor signs at all campuses.
- Prepare and maintain sponsorship packages and work closely with the Campus Life Coordinator to secure sponsorship for various events.
- Source and order promotional items for all departments, ensuring budget adherence. Distribute and maintain up-to-date inventories for each item.
- Set-up and tear-down promotional booths at various events on and off campus.
- Conduct focus groups and surveys to collect information on how to better the student experience.
- Maintain social media sites; scan environment and create reports.
- Liaison with many on-campus departments, community leaders, media outlets, etc. to foster positive relationships to further enhance the SA's profile.



- Other duties as assigned by the Executive Director.

SKILLS/QUALIFICATIONS:

- A high degree of creativity is required.
- Strong communication (both oral and written) and interpersonal skills are required.
- Comfortable speaking to large groups.
- Previous experience supervising others.
- Proven ability to manage several projects at one time.
- Must be proficient with Apple iMac and its software, as well as, with Microsoft Office.
- Social Media savvy.
- Experience working in a student government in a post-secondary environment is preferred.
- Candidates must have a college diploma or university degree in a related field in order to be considered.
- Must possess a valid driver's license.

APPLICATION INFORMATION

PREFERRED RESPONSE METHOD:

EMAIL – saadmin@dc-uoit.ca WITH THE SUBJECT LINE: MARKETING COORDINATOR

APPLICATION INSTRUCTIONS: PLEASE SUBMIT A COVER LETTER AND RESUME OUTLINING RELEVANT EDUCATION AND EXPERIENCE BY EMAIL ONLY TO THE SPECIFIED EMAIL ADDRESS ABOVE.

ONLY THOSE APPLICANTS SELECTED FOR AN INTERVIEW WILL BE CONTACTED.