Digital Marketing and Communications Coordinator

Term: 8 months
Honorarium: $1000
Position: 2

Start Date: May 1st, 2019
End Date: December 6, 2019

The Digital Marketing and Communications Coordinator supports and enhances projects overseen by the Digital Content Manager at SFU School of Communication, who reports the Director, SFU School of Communication.

You be an integrated part of the team, playing a role in various projects including assisting with the planning of large-scale events, including convocation, marketing campaign execution, and alumni events. The role will also provide support with other marketing initiatives including social media, content creation, copywriting and support the strategies outlined.

The candidate must demonstrate a high standard of professionalism – working with all levels within and outside of the organization – strong time management capabilities, strong writing skills for both long form and short form content with attention to detail.

Responsibilities:
- An integrated marketing point of contact across the school to support their needs in marketing and communication initiatives including events, alumni relations, graphic design, advertising and content scheduling.
- Work slowly with the Digital Content Manager to execute large scale events including mail list, coordinating logistics, and working with other schools and partners
- Be the primary coordinator and chair for the school’s community blog, The Collective. Recruit contributors, moderate content and work with students to build educational and entertaining stories.
- Social media content strategy and scheduling across Facebook, Twitter and Instagram

Candidate Requirements:
- Be enrolled in SFU, pursuing an undergraduate degree in Communications
- Creative and understand the importance of branding and aesthetics
- High attention to detail
- Understanding of event planning, digital marketing
- Knowledge of Influencer marketing
- Proactive and be open to speaking their mind and bringing ideas forward
- Preferred but not a must-have: Knowledge of Adobe Premiere, Photography, Videography, Adobe Photoshop or Illustrator

To Apply: Please submit your resume and any supporting work/portfolio to Grace Hui, Digital Content Manager, grace_hui_2@sfu.ca