EMPLOYMENT OPPORTUNITY
Digital Marketing & Events Coordinator

Term: Full time, 35 hours per week
Start date: Monday, 7 January 2019
End date: December 23, April 2019
Supervisor: Program Manager, SFU Public Square
Salary: $1260 bi-weekly
Position Location: SFU Vancouver (Harbour Centre Campus), 3rd Floor, 515 West Hastings St., Vancouver

This position can qualify as a co-op placement. If you are interested in a co-op please apply via https://www.sfu.ca/wil/symplicity.html.

Closing Date: December 21, 5:00pm PST

Applicants should submit their package (with all material attached in one PDF file) via email with their name and position they are applying for in the subject line, attention to:

Landon Hoyt, Program Manager, SFU Public Square at public_square@sfu.ca

Please include:
1. Cover letter
2. Resume
3. Written response (250 word max.) to the following question: How does society benefit from university-led community engagement?

Applicant should be a current or former SFU student.
We thank all applicants, but only those invited for interviews will be contacted.

About SFU Public Square:

SFU Public Square was created in 2012 to support Simon Fraser University’s vision to become Canada’s most community-engaged research university. SFU Public Square is a program without parallel, committed to building resilience and connecting communities including university, business, government, non-profit, and civil society. Over the last five years, SFU Public Square has co-created and hosted hundreds of activities, engaging tens of thousands of participants, and established itself as an innovative convener on some of Canada’s most pressing social issues.

Position Description:

As the Digital Marketing and Events Coordinator, you will be a key supporting member of SFU Public Square and will work closely with others on the team to deliver successful digital marketing campaigns and manage logistics for our events. Included in these events is our flagship 2019
Community Summit, a series of events that are thematically focused around the ‘Truth and Trust in the Information Age.’

You will be responsible for managing SFU Public Square’s social media channels, such as Facebook, Twitter, Instagram, LinkedIn, and Youtube. The role requires an individual to develop and maintain a strong, clear voice for all of SFU Public Square’s social media channels and implement consistent, relevant content creation across these platforms. The chosen candidate will also lead in coordinating event logistics, including room bookings, catering, event design, registration, and marketing strategy.

**Responsibilities:**

- Coordinates, develops and maintains SFU Public Square’s social media activities (Facebook, Twitter, Instagram, LinkedIn, YouTube) in an effort to engage both internal and external audiences;
- Regularly tracks KPIs and other relevant performance data for social media channels;
- Plans and coordinates digital marketing efforts using a content calendar for the 2019 Community Summit;
- Follows best practices for social media activities, suggesting areas for improvement or campaign ideas where relevant;
- Support with copy-editing for internal and external materials, as required;
- Maintains a commitment to making SFU Public Square’s events as accessible and inclusive as possible, and adheres to internal protocols;
- Liaises with event contractors, external vendors, and suppliers as well as internal departments (facilities, catering, IT, AV, etc.) for coordination of off-site and on-campus events;
- Liaises directly with partners and speakers as required;
- Attends most SFU Public Square (and affiliated) events to provide on-site social media coverage, coordinate logistics, and engage with attendees;
- Manages SFU Public Square’s Eventbrite ticketing system;
- Works with, and provides mentorship to volunteers and Work Study students in the office, including delegating responsibilities and providing feedback;
- Attends weekly staff meetings and performs other related duties as assigned.

**Qualifying Strengths and Skills:**

- Excellent written and verbal communication skills;
- Excellent eye for grammar, including an ability to flawlessly copy edit;
- Experience with planning, implementation, and evaluation of communications campaigns;
- Experience managing organizational social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc);
- Experiencing using Hootsuite for social media scheduling and analytics;
- Experience planning, managing, and/or hosting public events of varying sizes;
- Ability to manage and mentor volunteers and Work Study students in-office and at events;
- Previous experience working in a professional office environment;
- Able to multi-task, manage deadlines and thrive in a fast paced environment;
- Demonstrates a desire to learn and build relationships with a high degree of professionalism;
- Shows a keen interest in networking and developing interpersonal skills;
- Previous experience working in open office environments;
- Dedicated to maintaining good working relationships with the rest of the project team, partners, suppliers, and volunteers;
- Proven ability to think critically and exercise good judgment;
• Thrives in a team-based environment but also able to work independently;
• Experience with Slack, Asana, Eventbrite, and Google Drive;
• Proficiency in Microsoft Office (Word, Excel, Powerpoint);
• Willing to work evenings and weekends and travel within the lower mainland in support of SFU Public Square activity, as required.

**Strong Assets:**

• Valid driver’s license and vehicle;
• Some graphic design skills;
• An understanding of HTML;
• Keen interest in community engagement and dialogue;
• Previous experience with relational database applications such as Maximizer or other CRMs.
• Experience and keen interest in tracking digital performance and maintaining data (eg: UTM schemes, SEOs, Google Analytics, Facebook Insights);