U of A Faculty of Engineering DiscoverE

Job Title: Marketing Specialist
This posting may be used to hire for more than one position. Please note that this position will be required to work some Saturdays.

Term: Temporary Part-Time Paid Position
Job Start Date: January 8th, 2018 – Initial Meet and Greet 5pm – 7pm
Job End Date: April 27th, 2018
Job Location: 2-215 Donadeo Innovation Centre for Engineering
Hours: 15 hrs/week
Hourly Rate of Pay: $17.57 per hour
($ 16.12 per hour plus 9% for Vacation pay, Stat. Holiday pay, and student rate)

Application Deadline: Applications will remain open until a suitable candidate has been found.

Submit Resume, Portfolio, Cover Letter with 3 references via email to:

Ilana Young
Director of DiscoverE
2-215 Donadeo Innovation Centre for Engineering, 92211 – 116 St NW
Edmonton, AB T6G 1H9
Email: deoc@ualberta.ca
Phone: 780-492-8986

Job Description

DiscoverE is a not-for-profit, student-delivered initiative of the Faculty of Engineering, at the University of Alberta, in Edmonton Alberta. Our goal is to foster and grow youth interest in engineering, science and technology and math in youth (STEM). We focus on fun, accessibility and mentorship! We deliver high-impact classroom workshops, unique clubs and events, and engaging summer camps to more than 27,000 youth every year, and our programs reach over 80 communities across northern Alberta and the Northwest Territories. The Marketing Specialist works as a part of a team of two to design and implement a marketing plan with the goal of reaching our maximum capacity for workshops, clubs and camps.

Job Duties

- Communicates directly with the Director to establish and review marketing initiatives and create a long term marketing strategy
- Acts as the first point of contact with members of the media
- Submits purchase requests to the Director
- Design and distribute program marketing materials and reports
- Design and maintenance of the DiscoverE website in conjunction with the Computer and Technology Specialists
- Promote the program at conferences or special events
- Create informal material for the various program components (Camps, Clubs, Special events and Workshops)
- Communicate with customers and stakeholders
- Communicate with various suppliers of printed material, promotional materials, and custom printed
material

- Arrange interviews, television and radio spots
- Create and execute an effective marketing plan, including efficient design and production processes
- Professionally photograph and document various DiscoverE initiatives
- Create and execute an effective social media strategy
- Preform administrative and operational duties as required
- Support the administration and account management of the staff portal
- Produce and edit short video clips
- SnapChat filter creation for events
- Several weekly tasks and other duties as assigned

**Job Qualifications**

- Enrolled fulltime in an undergraduate program at the U of A for the current academic school year
- Background in Marketing, Fine Arts and/or Graphic Design is an asset
- Computer literacy
- Proficiency with Adobe suite of design/layout programs
- Proficiency with web/print design/layout
- Superior communication skills with particular emphasis on public speaking
- Must be very reliable and detail oriented with the ability to manage timelines independently
- Previous marketing experience is an asset
- Experience working with children & youth and/or schools is an asset
- Positive role model
- Excellent conflict resolution and problem solving skills
- Ability to work as part of a team
- Mature interpersonal conduct
- Willingness to learn new material
- Able to complete a Police Criminal Record Check (with vulnerable section)
- Class 5 driver's license (GDL removed) is an asset
- The ability to fluently speak French is an asset
- Previous experience with DiscoverE is an asset

We thank all applicants for their interest in DiscoverE, however only successful candidates will be contacted for an interview.

If you have any questions or concerns, please feel free to visit 2-215 DICE or email Ilana Young at deoc@ualberta.ca