U of A Faculty of Engineering DiscoverE Engineering & Science Camps

Job Title: Marketing Specialist

Term: Temporary Full-Time paid position  
Job Start Date: April 30th, 2018  
Job End Date: August 31st, 2018  
Job Location: 2-215 Donadeo Innovation Centre for Engineering  
Hours: 35hrs/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, and 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. We deliver high-impact classroom workshops, unique clubs and events, and engaging summer camps to more than 26,000 youth every year, and our programs reach over 70 communities across northern Alberta and the Northwest Territories. We deliver in-class science workshops during the months of May and June, and offer engineering, science, and technology day camps during July and August. The Marketing Specialist designs and implements 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 Technology Specialist  
- 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
• Preform administrative and operational duties as required
• Support the administration and account management of the e-class
• Produce and edit short video clips
• 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