



MARKETING OFFICER

OVERVIEW

The Marketing Officer will be responsible for creating and implementing a marketing strategy for the year in conjunction with the President, creating all graphics and marketing materials for the SGPS, overseeing all social media platforms of the SGPS (including but not limited to Instagram, Twitter and Facebook), update and oversee the SGPS website, and assessing the brand perception of the SGPS through surveys and other data-driven instruments.

The Marketing Officer reports to the SGPS President. The term of employment begins on October 7th, 2018 and ends April 30th, 2019. The Marketing Officer has a salary of \$500 per month.

KEY RESPONSIBILITIES

- Creating and implementing a marketing strategy for the year in conjunction with the President;
- Creating all graphics and marketing materials for the SGPS;
- Attending bi-weekly meetings with the President and other meetings as requested;
- Attending all commissioner meetings at the discretion of the VP Community;
- Oversee all social media platforms of the SGPS;
- Updating and overseeing the events calendar on the SGPS website;
- Assessing the brand perception of the SGPS through surveys and other data-driven instruments; and
- Participating in the transition process in accordance with P.4

QUALIFICATIONS

- Must be a currently registered SGPS member
- Experience creating graphics (ie. Making poster, logos, advertisements)
- Experience using social media platforms such as Twitter, Facebook, Instagram and Hootsuite
- Confident and creative self-starter who can effectively multi-task
- Supervisory experience of volunteers or staff is an asset
- Problem solver with a strong attention to detail
- Excellent communication skills, both written and verbal

RENUMERATION

\$500 per month

TO APPLY

To apply for this position, please submit a resume and cover letter (with student number) and any samples of your graphic design work or a design portfolio you may have (though not required) to the attention of the President, Tyler Morrison at apply@sgps.ca. Please specify that you are applying for the Marketing Officer position in your subject line.

DEADLINE EXTENDED - Applications are due on October 3rd at 5pm. For more information, visit www.sgps.ca.