



## UPEI Student Union Job Description

Job Title:	Marketing Coordinator
Reports to:	Marketing & Communications Manager
Position Type:	Student Staff
Start Date:	September 2022 (Staff training will be August 24 <sup>th</sup> , 2022)
Compensation:	\$14.22 per hour at 15 hours per week for 29 weeks
Work Location:	WA Murphy Student Centre

### Organization Overview

Founded in 1969, the UPEI Student Union is the oldest incorporated student organization at the University of Prince Edward Island. With over 5,000 members, the UPEISU provides a range of services, including health and dental plans, funding, event programming, a campus pub and more. The UPEISU is unique in that it is the primary student advocacy organization on PEI; in other provinces, this responsibility is managed by a dedicated provincial advocacy group.

### Position Purpose

The Marketing Coordinator is a part-time employee of the UPEISU who works with and is accountable to the Marketing and Communications Manager. The Marketing Coordinator will be primarily responsible for the management and upkeep of UPEISU social media channels in accordance with the UPEISU brand, including but not limited to: digital content and copy creation, live coverage of events for social media, planning and execution of social media campaigns, engaging with students through Instagram Stories features, and aiding The Fox and Crow Assistant Manager with social media content strategy as needed.

### Marketing Coordinator Job Responsibilities:

- Assist with the promotion and execution of UPEISU initiatives, services, and events.
- Create digital content (e.g., social media posts, videos, TikTok's/Instagram Reels etc.) under the supervision of the Communications Manager for the UPEISU and The Fox and Crow social media platforms.
- Attend events and produce live social media content.
- Maintain unified UPEISU voice across different social media channels.
- Collaborate with Marketing and Communications Manager and Executive Team to create monthly social media calendars.
- Monitor social media platforms for relevant industry trends and recommend new strategies and content ideas to engage growing audience.
- Engage with the audience by answering questions, responding to comments, and addressing praises and complaints.
- Assist in the development and management of social media marketing campaigns.
- Attend bi-weekly meetings with the Marketing and Communications Manager and Executive Team.

- Perform other tasks as assigned, and assist the Marketing and Communications Manager when needed.

**Marketing Coordinator Qualifications / Skills:**

- Passion for social media and proficiency with major social media platforms and social media management tools (Facebook Manager, Hootsuite).
- Some graphic design experience; experience with Canva or other graphic design software.
- Well versed in the features and functionality of social media platforms such as Instagram, Facebook, and TikTok.
- Ability to understand historical, current, and future trends in the digital content and social media space.
- Strong copywriting and copy editing skills.
- Strong oral and verbal communication skills.
- Impeccable time management skills with the ability to multitask.
- Detail-oriented approach with ability to work under pressure to meet deadlines.

Deadline for application is **4:00 pm on August 12<sup>th</sup>, 2022**. To express interest in this role, please direct your application form, resume and class schedule in confidence to:

UPEI Student Union Hiring Committee via email: [hiring@upeisu.ca](mailto: hiring@upeisu.ca) or in person at the Student Union office.

*Only applicants that have completed the application requirement will be considered for the position. Only those selected for an interview will be contacted.*