

Marketing Strategist

Reporting to: VP of Marketing
Employment Type: Student

Department: Marketing
Required Commitment: 2-4 hours per week

Position Summary:

The Marketing Strategist will be tasked with organizing the club's social media strategy and gathering and evaluating marketing data (such as event attendance and Instagram activity). Furthermore, this position requires regular communication with the VP of Marketing and the Social Media Coordinator to analyze data to inform forthcoming marketing strategies. It also involves conducting thorough internal and external research to ascertain the perceptions of TWU students towards the club. Ensure partnerships with businesses and initiatives are well promoted and display YWIL's activities publicly when required.

The Marketing Strategist will identify the most efficient marketing channels, whether through posters, Instagram posts, or other means. Furthermore, to collaborate with the Marketing department and assist with graphics and filming where needed.

Must be available Thursdays at 11 am. Must attend all events and meetings, otherwise communicate to department lead and YWIL president.

Essential Duties and Responsibilities:

- Determine how to market events and announcements (posters, Instagram posts, etc.)
- Use data to further market and influence future decisions
- Take initiative to talk with TWU media departments and external media departments
- Gathers and analyzes data on marketing
- Innovate new strategies to market YWIL
- Assist the Marketing team when necessary
- Attend scheduled Department team meetings

Education Requirements:

Must be in second year standing (or higher) as of Fall 2023. Any major and/or specialization can apply.

Experience Requirements:

- Previous club involvement considered an asset
- Marketing specialization considered an asset
- Previous student leadership roles considered an asset
- Current YWIL member considered an asset
- Internship/work in social media management, digital marketing, marketing, branding or any other business field is considered an asset

Skills & Abilities:

- Creative and innovative
- Very organized
- Diligent in following through with tasks
- Skilled in content creation
- Effective
- Is self-sufficient/does not need to be reminded to complete tasks

Employee Statement of Understanding

I have read and understand the job description for my position. I can perform all the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.

Employee's Signature: _____ Date (mm/dd/yy): _____

President's Signature: _____ Date (mm/dd/yy): _____