

Marketing Assistant

Reporting to: VP of Marketing
Employment Type: Student

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

Position Summary:

The Marketing Assistant will be tasked with creating digital content, including photos and videos, for YWIL's website and social media accounts. They should possess knowledge and proficiency in using software such as Canva, Lightroom, and video editing tools. To maintain brand consistency, the assistant will refer to YWIL's brand and social media grid guidelines, which can be accessed via the organization's Google Drive.

The Marketing Assistant will also be responsible for designing graphics for all of YWIL's platforms. They will work closely with the Events team to ensure that necessary content is captured for events. The Marketing Assistant will collaborate with the VP of Marketing to continually develop new and innovative marketing strategies as 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:

- Shoot content during events, and workshops
- Creating graphics for all platforms
- Respond to DMs and comments on social media platforms
- Innovate new strategies to market YWIL
- Engagement on social media platforms
- Coordinate content with the VP of marketing
- Edit content using Lightroom and video editing software
- Organize, update and upload all relevant content to the Google Drive
- 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:

- Must have knowledge in operating professional camera equipment (having your own equipment is considered an asset), as well as knowledge in Canva, Lightroom and video editing software
- Experience with content creation and social media management considered an asset
- Previous club involvement 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
- Must be comfortable taking photos and videos of people at events

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): _____