

# YWiL TWU Job Description

<b>Title:</b> Marketing Assistant	<b>Location:</b> Trinity Western University
<b>Department:</b> Marketing	<b>Reporting to:</b> VP of Marketing
<b>Required Commitment:</b> 2-4 hours per week	<b>Employment Type:</b> Student

## Position Summary

The Marketing Assistant is responsible for assisting the VP of Marketing in producing and sourcing content to be used across YWiL's social sites as well as YWiL's website. The coordinator will reference the YWiL brand guidelines and social media grid guidelines via YWiL's google drive to match content accordingly. The coordinator will be in close contact with the VP of Marketing to schedule posts and make sure content is accurately representing YWiL's brand. Must be available Thursdays at 11 am for team meetings.

## Essential Duties and Responsibilities

- Assist in creating content for social sites and website
- Respond to DMs and comments on social media platforms
- Engagement on social media platforms
- Innovate new strategies to market YWiL
- Coordinate content with VP of Marketing
- Assist the Content Creator and VP of Marketing when necessary
- Attend scheduled Department team meetings

## Education Requirements

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

## Experience Requirements

- Work with Canva is considered an asset
- Current YWiL member considered an asset

- Internship/work in marketing, photography, social media management or any other business field is considered an asset

### Skills and Abilities

- Creative and innovative
- Diligent in following through with tasks
- Effective time manager, can manage multiple tasks at once
- 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 am able to 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):