**YWIL TWU Job Description**

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| **Title:** | Vice President of Marketing | **Location:** | Trinity Western University |
| **Department:** | Marketing | **Reporting to:** | President |
| **Created Date:** | February 2021 | **Employment Type:** | Student  |
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**Position Summary**

The VP of Marketing will oversee the marketing team which consists of the Digital Marketing Coordinator (DMC) and Social Media Manager (SMM). The VP will be in charge of updating the YWiL website, specifically in the areas of team photos/positions, upcoming events and new sponsorships. They will also spearhead the branding for all three YWiL events and making sure the digital marketing coordinator and social media manager stay on brand with the YWiL guidelines. They will also be in charge of creating the Eventbrite links and Mailchimp campaigns for all three events. The VP of Marketing will work to innovate new marketing strategies while carrying out current duties. The VP of Marketing will also keep the DMC and SMM accountable for their work.

**Essential Duties and Responsibilities**

- Update website on a “as need” basis

- Schedule bi-weekly meetings with marketing team

- Organize and update the “Marketing” folder via Google Drive

- Innovate new marketing strategies

- Execute branding through Eventbrite & Mailchimp campaigns for all YWiL events

- Attend of weekly Exec meetings

**Education Requirements**

Must be third year (or higher) standing as of Fall 2021. Any major and/or specialization can apply.

**Experience Requirements**

* Previous student leadership roles considered an asset
* Current YWiL member considered an asset
* Previous club involvement considered an asset
* Internship/work in marketing, digital marketing, social media management and other business fields is considered an asset

**Skills and Abilities**

* Creative & innovative
* Ability to create and contribute to YWiL branding
* Very organized
* Effective time manager, can manage multiple projects at once
* Strong leader who will keep team accountable

**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):**