

Enactus SFU 2017 - 2018



Coast Cards – Marketing Manager

Position Overview:

As the **Marketing Manager** of Coast Cards, you will be responsible for managing all social media accounts (Facebook, Instagram, Snapchat, and Website) while engaging followers and spreading knowledge on environmental sustainability. Alongside the Enactus SFU's VP of Marketing, you will generate campaigns and execute strategies to expand Coast Cards' reach into the community. Also, you will be working alongside the Graphic Designer in creating advertising material for Coast Cards. This position will allow you to exercise your creativity and strengthen your media marketing skills.

Your term will run from **June 2017 to May 2018**.

Responsibilities:

- Actively manage all Coast Cards' social media accounts (Facebook, Instagram, Snapchat) while responding to public comments and requests
- Assist with the implementation of an e-commerce strategy that will help streamline Coast Cards' sales on its website while also being able to attract and retain new and existing customers
- Work with the VP of Marketing to develop and execute effective marketing strategies with the goal of expanding Coast Cards' reach into the community
- Work with the Graphic Designer to create promotional material for Coast Cards
- Engage an online follower base by being active on all social media accounts
- Generate monthly reports outlining social media metrics, such as views, engagements, and site visits, while providing detailed analysis and recommendations to improve metrics

Qualifications:

- Passionate about helping those in the community and making a difference
- Positive and energetic attitude
- Exceptional time management skills
- Strong sense of creativity and drive to experience marketing in a variety of ways
- Experience working with social media managing programs (such as HootSuite) is an asset
- Experience working with Adobe design software is an asset

If you have any questions about the position, feel free to contact the Project Manager, **Shilpa Lakshmy** at coastcards@enactussfu.com

