

Enactus SFU 2017-2018

Refresh – Marketing Manager



Position Overview:

As the Marketing Manager of Refresh, you will be responsible for managing all social media accounts for Refresh). Alongside the Enactus SFU's VP of Marketing, you will generate campaigns and execute strategies to expand Refresh's reach into the community. Also, you will be working alongside the Graphic Designer in creating advertising material for Refresh. This position will allow you to exercise your creativity and also grow your social media marketing skills.

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

Responsibilities:

- Actively manage all social media accounts with the goal of expanding reach into the community (Facebook, Instagram, Twitter, and Website)
- Create promotional materials for Refresh
- Establish and engage an online follower base
- Work alongside the VP of Marketing to develop and execute marketing campaigns
- Work closely with Graphic Designer to ensure consistency in branding
- Monitor and report on the effectiveness of marketing communications

Qualifications:

- Passionate about helping those in the community and making a difference
- Positive and energetic attitude
- Works responsibly with 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 Program Manager, **Naveenjeet Sohi**, at refresh@enactussfu.com.