

## Enactus SFU 2017-2018

### Media Minds – Marketing Manager



#### Position Overview:

The Media Minds **Marketing Manager** will oversee all of Media Minds' social media accounts. In this role, you will work with Enactus SFU's VP of Marketing to create various online and offline marketing campaigns that will expand Media Minds' presence in the community. You will work with the Media Minds' Graphic Designer and Enactus SFU's VP of Design to create advertising material that promotes Media Minds' workshops and screening events. This position will enable you to enhance your social media marketing techniques, while working with various individuals to produce creative marketing strategies and materials. In addition, you will have the opportunity to assist with various functions of the program, including classroom presentations.

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

#### Responsibilities:

- Manage and update all of Media Minds' social media accounts (Facebook, Instagram, Twitter, and Wordpress)
- Create a content calendar for the social media accounts and blog catered towards youth in the community
- Establish and engage online followers by being active on all social media accounts
- Create marketing material with the Graphic Designer to promote Media Minds events
- Plan and execute various social media campaigns
- Keep track of appropriate metrics with Google Analytics, Facebook metrics, Hootsuite, etc.
- Attend weekly meetings and contribute ideas that will improve our presence on social media to better attract potential sponsors or partnerships

#### Qualifications:

- Strong interpersonal and communication skills (written and verbal)
- Ability to create appropriate, professional, and respectful content
- Works well within a team and consistently meets deadlines
- Exceptional time management skills and ability to prioritize and multitask
- Experience working with social media managing software (HootSuite) is an asset
- Experience working with Adobe design software is an asset
- A drive to gain hands-on experience in marketing

Please contact the Project Manager, **Jennifer Dao** at [mediaminds@enactussfu.com](mailto:mediaminds@enactussfu.com) with any questions.