

Enactus SFU 2017-2018

Soap for Hope – Marketing Manager



Position Overview:

As the **Marketing Manager** of Soap for Hope, you will be responsible for managing the overall strategy and brand of Soap for Hope, while ensuring that all promotional material abides by branding guidelines. This role will provide you an opportunity to express your creativity and marketing knowledge through strategy implementation, while also providing you an outlet to communicate with multiple follower bases. You will also be setting the image of Soap for Hope as a spokesperson through contacting various news and public relations outlets.

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

Responsibilities:

- Uphold a professional image of Soap for Hope by advocating for the program when contacting local news outlets and external stakeholders
- Actively manage all Soap for Hope's social media accounts (Facebook, Instagram, Twitter) while responding to public comments and requests
- Assist with the implementation of an e-commerce strategy that will help streamline Soap for Hope's sales on its website while also being able to attract new and existing customers
- Work with the Director of Marketing to develop and execute effective marketing strategies, with the goal of expanding Soap for Hope's reach into the community
- Work with the Graphic Designer to create promotional material for Soap for Hope
- Generate monthly reports outlining social media metrics, such as views, engagements, and site visits, while providing detailed analysis and recommendations to improve metrics
- Assist with sales functions and work with the Sales manager to implement e-commerce strategies

Qualifications:

- Passionate about helping those in the community and making a difference
- Ability to adapt quickly and problem solve
- Be proficient in using all social media accounts for Soap for Hope (Facebook, Instagram, Twitter, and Website).
- 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 (HootSuite) is an asset
- Experience working with Adobe design software is an asset
- Experience working with e-commerce tools or website development software is an asset

