

Enactus SFU 2017-2018

Banner Bags - Marketing Manager



Position Overview:

The **Marketing Manager** of Banner Bags will have the opportunity to engage our followers and spread knowledge on environmental sustainability by managing the project's social media presence. You will be working with Enactus SFU's VP Marketing to understand Enactus SFU's branding practices. You will be responsible for each social media account, while establishing and engaging an online follower base by being active in a professional manner. In this role, you will be able to further your communication skills and marketing skills.

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

Responsibilities:

- Manage all of Banner Bags' social media accounts (Facebook, Instagram, Twitter, etc.)
- Collaborate with the PM and graphic designer to execute marketing strategies
- Create content that raises awareness about environmental sustainability and showcase Banner Bags' progress throughout the year.
- Attend weekly meetings and contribute ideas as to how we can further our expansion across the Lower Mainland and Canada

Qualifications:

- Strong sense of creativity and drive to experience marketing in a variety of ways
- Strong communication skills (written and verbal)
- Passionate about making an impact in the community
- Demonstrated leadership, problem-solving, and organizational skills
- Exceptional time management skills, with the ability to prioritize and multitask
- Experience with Wordpress and Hootsuite an asset

Please contact the Project Manager, **Gurleen Battu**, at bannerbags@enactussfu.com with any questions.