

## Enactus SFU 2017-2018

### Bright Ideas – Marketing Manager



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IDEAS



### Position Overview:

The **Marketing Manager** will have the opportunity to develop the project's brand, logo, and overall marketing. You will have the chance to be creative and create brand and marketing strategies. You will be responsible for each social media account, while professionally establishing and engaging an online follower base by being active. In this role, you will be able to further your communication skills, while also furthering your marketing knowledge and skills.

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

### Responsibilities:

- Maintain brand and marketing strategies
- Collaborate with the Graphic Designer to create marketing campaigns to promote events and workshops
- Manage the program's social media accounts (e.g. Facebook, Twitter, etc.)
- Lead participants in strategy for their marketing campaigns as well as design an award, with criteria, for best campaigns.
- Report directly to the Project Manager with any questions or concerns.
- Attend **all** meetings, workshops and events
- Be flexible and willing to help with other roles

### Qualifications:

- Experience with Google Drive and social media are both assets
- Works responsibly with exceptional time management skills
- Exceptional interpersonal and communication skills
- Strong sense of creativity and drive to experience marketing in a variety of ways
- Strong commitment in a team environment and is willing to support team members and collaborate ideas
- Passionate about Enactus SFU and making a difference in the community

Please contact the Project Manager, **Robin Sandhu**, at [bright.ideas@enactussfu.com](mailto:bright.ideas@enactussfu.com) with any questions.