

# MARKETING COORDINATOR

## SFU HUMAN RESOURCES STUDENT ASSOCIATION

### Job Description

#### HUMAN RESOURCES STUDENT ASSOCIATION (HRSA)

The Human Resources Student Association (HRSA) is a student-run organization at Simon Fraser University's Beedie School of Business. We aim to support students and broaden their knowledge of Human Resources by providing engaging opportunities to connect with industry professionals through innovative initiatives and events.

#### ROLE DESCRIPTION

The Marketing Coordinator will grow HRSA's presence by creating and executing innovative marketing campaigns for HRSA's initiatives and opportunities. They will assist in expanding our reach and spreading awareness of our initiatives.

**Reports to:** Isabella Laing — Vice President of Marketing

**Term:** October 2022 – April 2023

#### RESPONSIBILITIES

- Research and implement strategic and innovative marketing initiatives and deliverables
- Create and design promotional social media graphics using Canva, Procreate, or Adobe Suite
- Plan, schedule and publish marketing campaign materials
- Participate in weekly meetings and brainstorming sessions
- Manage and support the design of HRSA's Wix website, social media platforms (Instagram, LinkedIn, Facebook), and other marketing initiatives
- Analyze marketing campaign insights through monthly reports and reflections
- Promote HRSA's initiatives through in-person activities such as classroom presentations, Clubs Day booths, and more
- Take initiative in planning small projects (ex. weekly series) or be assigned to larger projects such as a pillar event (ex. Spring Soirée x Envision)
- Potentially assisting in the planning and execution of the HR Masters series
- Potentially assisting in the development and delivery of HR Memo, our newsletter

#### QUALIFICATIONS

- Passionate about HR, marketing, design, and creating more opportunities for students
- Highly creative and innovative with a keen eye for detail
- Moderate graphic design skills (using Canva, Procreate, or Adobe Suite)
- Previous experience using Wix or another website design application is an asset
- Experience using social media
- Ability to meet deadlines while maintaining high quality of work
- Exceptional verbal and written communication skills
- Good understanding of social media platforms and email marketing is an asset
- Strong organization, and time management skills
- Please refer to the coordinator application form for instructions on how to apply

**APPLICATION DEADLINE IS SEPTEMBER 23 AT 11:59 PM.**

