



**MARKETING COORDINATOR**  
**SFU HUMAN RESOURCES STUDENT ASSOCIATION**  
June 2024 - 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 networking events, skill enhancement workshops, and case competition challenges.

**Marketing Coordinator**

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:** Houman Sairafi, Vice President of Marketing

**Time Commitment:** July 2024 to May 2025

**Responsibilities**

- Research and implement strategic and innovative marketing initiatives and deliverables
- 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
- Create and curate video content to promote HRSA's initiatives on TikTok and Instagram Reels.
- Create and design promotional social media graphics using Canva, Figma and Adobe Suite
- 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)
- Assist in the planning and execution of the HR Masters IGTV series and HR Memo, HRSA's email newsletter

**Required Skills and Characteristics**

- Confident in operating and managing various social media platforms
- Passionate about HR, marketing, design, and creating more opportunities for students
- Exceptional verbal and written communication skills
- Highly creative and innovative with a keen eye for detail
- Moderate graphic design skills (using Canva, Adobe Suite, etc.)
- Previous experience using Wix or another website design application is an asset
- Previous experience with email marketing or creating video content is an asset
- Strong ability to meet deadlines while maintaining high quality of work

**Please refer to the application form for instructions on how to apply.**

**Application deadline is July 5th, 2024 at 11:59 pm.**

**HRSA**

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