



MARKETING



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.

Vice President of Marketing

The VP of Marketing will be provided with the creative freedom to determine how best to advance HRSA's brand and culture. Professional, creative, and articulate, the VP of Marketing ensures all branding and marketing are consistent, engaging, and constantly being promoted across various platforms and mediums. Through building relationships and the creation of marketing campaigns, the VP of Marketing ensures everyone is able to understand the vision, goals, and culture of HRSA.

Reports to: Victor Le, President

Time Commitment: May 2022 to May 2023

Responsibilities

- Constantly promote HRSA and its related activities by developing, coordinating, and executing various marketing campaigns
- Promote and maintain brand awareness through social media platforms and maintaining these accounts such as Facebook, Instagram, LinkedIn, etc.
- Abide by and improve, if necessary, the HRSA branding guidelines
- Effectively use paid advertising while understanding the strengths and weaknesses of HRSA's marketing through performance metrics and analytics
- Create brief engaging written content for all advertising and other forms of marketing
- Develop and maintain the HRSA website, as well as take photos at events
- Maintain strong mutually beneficial relationships with other student organizations

Required Skills and Characteristics

- Creative, assertive, and clearly able to communicate marketing strategies
- Highly organized with exceptional written and verbal communication skills
- Intermediate proficiency with Excel and PowerPoint
- Proven time management skills and ability to adapt to unexpected circumstances
- Significant experience and interaction with social media accounts
- Previous experience in creating and executing successful marketing campaigns
- Familiarity with website development (e.g. Wix, WordPress, Square Space, etc.)
- Basic design skills and experience with using design platforms (e.g. Canva, Photoshop, etc.)

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

Application deadline is April 24, 2022 at 11:59 pm.