

# UTMSU ORIENTATION - MARKETING COORDINATOR

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**Position Type:** Contract/Part Time

**Positions Available:** Two (2)

**Location:** University of Toronto, Erindale Campus

**Compensation:** Honorarium TBD

**Application Deadline:** Friday May 31, 2019

**Start Date:** Thursday June 6, 2019

**Training Date:** June 14, 2019

**End Date:** Monday September 13, 2019

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## **DESCRIPTION:**

The Marketing Coordinator will be a member of the Orientation Committee Team (O-Team), and will work closely with the Orientation Coordinators, Logistic Coordinators and Graphic Designer to develop creative strategies and material to market the UTMSU Orientation. This individual will be expected to work cohesively with the team to successfully execute all Orientation events.

## **REQUIREMENTS:**

- Registered undergraduate UTM student, in the 2018-19 and the 2019-20 academic year
- Event planning and leadership experience
- Strong teamwork and interpersonal skills

- Strong verbal and written communication skills
  - Exceptional creative skills
  - Experience with website maintenance
  - Experience with social media platforms (Twitter, Facebook, Instagram, etc.)
  - Must be attentive to fine details
  - Flexible availability
  - Superior organizational and administrative abilities
  - Previous experience with U of T Orientation events is an asset
  - Background in marketing (either via experience or education) is an asset but **NOT** mandatory
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#### **DUTIES AND RESPONSIBILITIES:**

- Work with the Orientation Coordinators, Graphic Designer, and Marketing Coordinator to refine the branding for UTMSU Orientation 2019
- Work with the Graphic Designer to develop creative content for media outlets including but not limited to: social media, print media, and the Orientation website
- Create and enforce a communications plan, publishing schedule to engage and encourage participation from incoming students in Orientation events
- Develop brand standards and media etiquette with the Promotions Coordinators, and ensure these are being met across all channels
- Create relationships with various stakeholders and media establishments (radios, newscasts, mobile phone app, etc.)

- Work with the Orientation Executive Team to actively coordinate and successfully execute all events related to UTMSU Orientation
- Other duties as assigned

### **EXPECTED HOURS OF WORK:**

The marketing coordinator will work at least 10 hours of work per week with an increase of hours (30) leading up to Orientation. Interested individuals must have full time availability during kit stuffing week, as well as all Orientation leader training and all scheduled events, including the school days in the first three weeks of September.

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### **APPLICATIONS MUST INCLUDE:**

- Resume
- Cover Letter

### **APPLICATION INSTRUCTIONS:**

Please apply by email by 11:59 on Friday, May 31st, 2019. Only candidates selected for an interview will be contacted.

In email, "ATTN: Orientation Team **Mitra Yakubi** and **Tamer Abdel-Aziz**, Orientation Coordinators" University of Toronto Mississauga Students' Union - 3359 Mississauga Road • Mississauga, Ontario, L5L 1C6. E-mail: [oc@utmsu.ca](mailto:oc@utmsu.ca) & [vpinternal@utmsu.ca](mailto:vpinternal@utmsu.ca)

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