



UTMSU ORIENTATION 2021 - VOLUNTEER OPPORTUNITY

Position: Marketing Coordinator
Type: Honorarium
Location: UTM (Mississauga)
Start Date: No later than Monday, June 7, 2021

Date Posted: Monday, April 26, 2021
Expiry Date: Monday, May 17, 2021 - 11:59pm
Positions Available: Two (2)

UTM Students' Union:

The UTM Students' Union, Local 109 of the Canadian Federation of Students represents and advocates for all undergraduate students at the University of Toronto Mississauga. UTM Students Union also manages the student center and administers many cost-saving services. The UTM Students' Union is membership driven and cannot survive without vital student input and involvement. Students set the agenda through their elected representatives on the UTMSU Board of Directors. For more information please visit www.utmsu.ca.

Job Description:

The Marketing Coordinator will be a member of the Orientation Committee Team, and will work closely with the Orientation Coordinator, 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. The Marketing Coordinator will report on a regular basis to the Orientation Coordinator, VP Campus Life, and the VP Internal.

Requirements:

- Registered undergraduate UTM student, in the 2020-2021 and the 2021-2022 academic year
- In-person and virtual event planning and leadership experience
- Strong teamwork and interpersonal skills
- Strong verbal and written communication skills
- Exceptional creative skills
- Experience with website maintenance preferred
- 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 UTM Orientation events is an asset
- Background in marketing (either via experience or education) is an asset but **NOT** mandatory

Duties & Responsibilities:

- Work with the Orientation Coordinator, Graphic Designer and Marketing Coordinator to refine the branding for UTMSU Orientation 2021
- 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 apps, etc.)



University of Toronto Mississauga
Students' Union
LOCAL 109 OF THE CANADIAN FEDERATION OF STUDENTS

1815 Inner Circle Rd., Student Centre Room 100
Mississauga, ON, L5L 1C6
T: 905-828-5249 F: 905-569-4714

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

Compensation

Remuneration is on an honorarium basis.

Contact / Application Information:

For more information on the position of Marketing Coordinator, please contact UTMSU at

apply@utmsu.ca

How to Apply:

- Please send your cover letter & resume by Monday, May 17, 2021 at 11:59PM to the following:
apply@utmsu.ca
- Emails must have the subject line "**Marketing Coordinator Orientation 2021**".
- Cover letter and resume **must not be** more than 2 pages each.

Interview:

Only selected candidates will be invited for an interview.

Other Details:

- 10-12 hours/week with increased number of hours leading up to Orientation
- Must have full time availability during Orientation Week
- Contract start date: Monday, June 7, 2021
- Contract end date: Friday, September 17, 2021