



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

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UTMSU ORIENTATION 2026 EMPLOYMENT OPPORTUNITY

Position: Marketing Coordinator Date Posted: Monday, April 13, 2026
Type: Full-Time (S) / Part-time (F/W) Expiry Date: Monday, April 27 2026 - 11:59pm
Location: UTM (Mississauga) Positions Available: 1 (One)
Start Date: No later than Monday, May 18th 2026

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 utmsu.ca.

Job Description:

The Marketing Coordinator will be a member of the Orientation Committee Team, and will work closely with the VP Campus Life, Orientation Coordinator, Logistic Coordinators, and Graphics and Communications Coordinator to develop creative strategies and materials 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 to the Graphics and Communications Coordinator and the Vice President Internal, and work closely on with the Vice President Campus Life and Orientation Coordinator.

Along with the Media Team, they are responsible for strategizing the outward-facing voice and image of the Union, and what the Union has to offer, as well as maintaining direct and consistent communications with the UTM student body. In addition, they will support the generation of ideas and the production of digital content for the UTMSU social media pages, with the aim of increasing the Union's reach to the student body.

Requirements:

- Registered undergraduate UTM student; second year study and above.
- Background in marketing (either via experience or education) is an asset but NOT mandatory
- Previous experience with UTM Orientation events is an asset
- Strong verbal and written communication skills
- Superior organizational and administrative abilities
- Strong teamwork and interpersonal skills
- Must be up to date with current trends on social media platforms (Instagram, TikTok, etc.), marketing strategies, and social media analytics
- Experienced in graphic design and content creation

- Must be attentive to fine details and able to apply branding guidelines
- Flexible availability
- Ability to handle competing priorities in a fast-paced, evolving environment
- Experience with website maintenance preferred

Duties & Responsibilities:

- Work with the VP Campus Life, Orientation Coordinator, and the Graphics and Communications Coordinator to refine the branding for UTMSU Orientation 2026.
- Collaborate and assist the Graphics and Communications Coordinator and the Comms Team in strategizing content ideas, planning promotions, and supporting the execution of the marketing materials to encourage engagement from incoming students in Orientation events.
- Create and enforce a communications plan/publishing schedule to ensure deadlines are met.
- Work with the Graphics and Communications Coordinator to develop creative content for media outlets, including but not limited to: social media, print media, and the Orientation website.
- Track social media analytics monthly, report trends, and suggest improvements to outreach and promotion based on findings.
- Other duties as assigned.

Compensation:

Remuneration is \$18.00/hour.

Contact / Application Information:

For more information on the position of Logistics Coordinator, please contact UTMSU at jobs@utmsu.ca or vpcampuslife@utmsu.ca

How to Apply:

- Please send your cover letter & resume by Monday, April 27 2026 at 11:59 pm to the following: jobs@utmsu.ca and vpcampuslife@utmsu.ca.
- Emails must have the subject line "Marketing Coordinator 2026".
- Cover letter and resume must not be more than 2 pages each.

Interview:

Only selected candidates will be contacted for an interview.

Other Details:

- 30 hours/week with an increased number of hours leading up to Orientation; 12 hours/week thereafter
- Must have full-time availability during Orientation Week
- Contract start date: Monday, May 18th 2026
- Contract end date: September 18, 2026 – possible extension pending performance review.

Also, visit us on utmsu.ca or follow us on Instagram [@myUTMSU](https://www.instagram.com/myUTMSU)