**Title of Position:** Marketing Assistant – Level 2

**Division/Department**: Marketing

**Job Duties**

* Assist with developing marketing, recruitment, brand materials, social media and communications – see detailed duties description below
* Conduct basic web research
* Prepare reports or spreadsheets; write basic copy for social media channels using Word, Excel or Access
* Locate and compile information and format reports, organize images and other basic support for electronic file maintenance
* Maintain calendars, schedule appointments and book meeting rooms

**Viewpiece and program- related print collateral**

* Assist with photo shoot logistics (including scheduling, props, recruiting student models)
* Ensure consent forms are signed off and organized
* Assist with fact checking, proof reading
* Coordinate copy approvals

**Video Shoots**

* Assist with organizing video shoots
* Recruit and schedule students
* Coordinate video proofing approvals

**Social Media**

* Assist with developing and posting content for online channels

**Grad Recruiter Presentation**

* Assist with researching and compiling content requirements
* Assist with fact checking, proofreading of screens
* Coordinate copy approval process

**SENRS re-branding program**

* Conduct basic web research
* Schedule interviews

**Branding and Graphic Standards**

* Assist with basic research and updating graphic standards information to include new branding initiatives
* Organize images and graphic files

**Website**

* Update information on College website

**Organization of information:**

* Catalogue and sort image bank materials

**Qualifications**

* Knowledge of marketing techniques and social media strategies
* Excellent oral communication, human relations and interpersonal skills
* Excellent writing and editing skills
* High level of organizational skills, with the ability to multi-task
* Knowledge of College programs and services
* Knowledge of web, social media channels, office software (excel, word)

**Additional Information ie special equipment or travel**