

Director of Marketing

The Director of Marketing will be responsible for HRSA's brand and maintaining brand consistency online and offline. Your responsibilities include defining and executing the marketing strategy for HRSA and leading all social media initiatives. You strive to ensure that HRSA is positioned as a premier student organization and resource for those interested in the field of Human Resources Management, both within and beyond Beedie and SFU. You work to create content that attracts and engages HRSA's members, professional network, and other stakeholders, maximizing the club's reach and impact on the Beedie community.

Your term will last from May 2017 - April 2018.

Your Role Includes:

- Developing and coordinating the execution of a marketing strategy for all HRSA events and initiatives through innovative marketing and advertising campaigns, clearly defining the tactics to be used by the Executive Team
- Leading social media initiatives on platforms including, but not limited to, Facebook, Twitter, LinkedIn, Youtube, Instagram, and Wordpress
- Researching and managing digital content to be published on web platforms, ensuring HRSA feeds are consistently updated and active year-round
- Fostering and maintaining communication with external parties, including HRSA members, Beedie students, other student organizations, faculties, and staff at SFU
- Continuously supporting and train organizing committee Marketing Coordinators by guiding the creation of marketing objectives and requirements, and developing schedules
- Meeting with respective coordinators (annual and Organizing Committee) bi-weekly to guide and monitor progress
- Promoting HRSA in a positive, engaging, and professional manner, and continuously participate in educational opportunities to increase marketing knowledge and expertise (e.g. Brainstation Workshops)
- Working closely with the Director of Visual Media, Director of Corporate Relations and annual Marketing Coordinator to ensure the synergy of tasks (designs, blog posts, social media, sponsorship recognition, etc.)
- Being an HRSA ambassador and promoting HRSA in a responsible and professional manner

You're Great At:

- Assessing and adapting the alignment of HRSA's brand strategy with its vision, mission and goals
- Social media and Internet usage with moderate to large online presence (ideally in a professional setting)
- Social media management tools (Hootsuite & Tweetdeck)
- Taking initiative, thinking creatively and executing new ideas and campaigns
- Researching, internalizing and promoting current HR trends and topics



DIRECTOR OF MARKETING

JOB DESCRIPTION

- Prioritizing and executing tasks accurately, in a timely manner, and with minimal direction
- Professional communication skills, both verbal and written to help increase rapport with other Clubs for cross-promotion and increase exposure to HR-interested students
- Meeting multiple deadlines and being able to coordinate promotions for different events at the same time

Bonus Points:

- Previous experience in a marketing capacity
- Familiarity with SEO practices, blogging/copy writing, and/or HTML
- Interest in human resources
- A large and strong network of industry professionals and students
- Engagement in the Beedie community