



MARKETING COORDINATOR JOB DESCRIPTION

HR NOW CONFERENCE

HR NOW is a half day conference hosted by SFU HRSA where students gain insights on various functional areas within the Human Resources Management industry. Students have the opportunity to interact with industry professionals and like-minded peers through a series of keynote speakers, networking sessions, and workshops.

POSITION OVERVIEW

Embrace your creativity and brand management skills as the HR NOW Marketing Coordinator! The Marketing Coordinator will be responsible for driving the visibility and awareness of the HR NOW brand and SFU HRSA. They will ensure that HR NOW is promoted in an engaging and professional manner, keeping the brand aligned with that of SFU HRSA. The Marketing Coordinator will report to the HR NOW Project Manager and work closely with the Director of Marketing & Director of Visual Media. Your term for the HR NOW 2015 Organizing Committee will be from July 28, 2015 to November 28, 2015.

MAIN RESPONSIBILITIES

- Develop and execute a marketing strategy for HR NOW 2015, clearly defining the tactics to be used by the Organizing Committee and Executive Team
- Lead marketing efforts on social media, including Facebook, Twitter, and WordPress
- Create online, print, and verbal campaigns to promote the event and attract attendees, both from SFU and external institutions
- Opportunity to design promotional materials, including posters, digital banners, and programs
- Opportunity to design event collateral, including name tags, event programs, and pamphlets
- Ensure all materials follow HRSA branding guidelines, as well as sponsor branding guidelines where applicable
- Promote HR NOW through classroom visits, information booths, and social media
- Regularly attend organizing committee meetings

QUALIFICATIONS

- Good understanding of SFU HRSA's vision and mission
- Strong interpersonal communication skills
- Ability to work cooperatively in a team
- Strong time management and organizational skills
- Able to meet competing deadlines while maintaining quality of work
- Highly detail-oriented
- Previous experience in graphic designing is an asset
- Proficiency with design programs, including Adobe Illustrator, InDesign, and Photoshop is an asset