

### 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 speakers, workshops, and networking.

### POSITION DETAILS

**Title:** *Marketing Coordinator*

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.

**Work Closely With:** *Project Manager, Director of Marketing*

**Time Commitment:** *July 2017 - November 2017*

### RESPONSIBILITIES

#### Before the Event:

- Develop and execute a marketing strategy and promotion schedule for HR NOW 2016, 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 brainstorm concepts and convey what designs they want to see on the promotion materials
- Ensure all materials follow HRSA branding guidelines, as well as sponsor branding guidelines where applicable
- Create and submit progress reports to update the Project Manager and Executive Team (mainly Director of Marketing)
- Promote HR NOW through classroom presentations, information booths, and social media
- Regularly attend Organizing Committee meetings

#### During the Event:

- Update all social media channels constantly during the event to ensure that followers are able to keep up with what is happening at the event

#### After the Event:

- Perform debrief with HRSA Executives and OC to identify strengths and weaknesses, and areas of improvement of the event

### QUALIFICATIONS

- 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
- High detail-orientation

### NICE TO HAVE:

- Good understanding of SFU HRSA's vision and mission
- Creative mindset
- Previous experience in graphic designing is an asset