



OPERATIONS MARKETING COORDINATOR

POSITION SUMMARY

The University Students' Council of the University of Western Ontario is seeking an Operations Marketing Coordinator on a part-time temporary basis to design and implement marketing strategies of USC services, operations, events and branding. This role is responsible for working with the USC Promotions Team to engage, collaborate and facilitate marketing for all USC operations and services. This position will require 25 hours per week with some flexibility required in terms of working hours.

RESPONSIBILITIES

Operational

- Daily engagement with the students across campus by building-up awareness of all USC events, operations and services.
- Collaborate with other departmental leads to support their marketing initiatives and activities.
- Work with the USC Promotions team to facilitate and carry-out contests to promote USC operations, services, events and campaigns.
- Work with the USC Promotions Team to schedule and prioritize USC promotional campaigns and content.
- Triage promotional material requests for the USC Promotions Department.
- Supervision, support and delegation of tasks to student Volunteers and Interns.
- Managing the USC Facebook schedule.

Customer Service

- Provide event marketing and social engagement consultation to internal stakeholders.
- Work with USC Managers, Executives and Coordinators to ensure support for USC event marketing.
- Empower student Volunteers and Interns in providing exemplary customer service.

Supervision

- Responsible for empowering, hiring, training and orientation of new Volunteers and Interns.
- Monitor activities and output of Volunteers and Interns.

QUALIFICATIONS

The ideal candidate will be highly motivated to work in a fast-paced environment, well organized, have strong interpersonal skills, creative problem-solving skills, and excellent communication skills. The successful candidate will be focused on providing exceptional support to USC Promotional Volunteers and Interns. Must be able to work flexible hours and work unsupervised.



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EDUCATION

- The successful candidate will have a post-secondary degree or diploma in Information and Media Studies or related discipline with a strong emphasis on Event & Operations Marketing.

EXPERIENCE

- Three to five years' experience in Event & Operations Marketing.
- Experience in creating and implementing Event & Operations Marketing campaigns.
- Ability to translate stakeholder's needs and ideas into a marketing campaign.
- Experience working with social media platforms for promotional purposes.

ADDITIONAL INFORMATION

- We encourage applicants with relevant and equivalent education/experience to apply.
- Occasionally required to work nights and weekends during peak times to meet deadlines.
- Frequent sitting for extended periods.
- Working at a variety of locations.
- Knowledge of Western University and the University Students Council is an asset.

Tentative Start Date: June 15, 2017 (can be flexible)

Please forward resume for review by May 26, 2017 at 4:30 p.m. to:

**USC Human Resources
University Students' Council of The University of Western Ontario
Room 340, UCC Bldg
London, ON N6A 3K7
FAX: (519) 661-2094
applications@westernusc.ca**

Please note that the Corporation is currently accepting resumes from USC Bargaining Unit Employees and other internal applicants as per the Collective Bargaining Agreement. Only those deemed qualified will receive notification of interviews.

The University Students' Council of the University of Western Ontario is an equal opportunity employer. The USC is committed to providing accommodations to those with disabilities. If you require an accommodation, we will work with you to meet your needs.