Marketing and Communications Assistant (Student Position)

*This position is for Summer Term 2 (May 2014 to August 2014)*

Number of openings: 2
Salary/Wage: $19.84/hour
Hours per week: Up to 20 hours/week
Duration: May 2014 to August 2014

Job Description
UBC’s Information Technology Department (www.it.ubc.ca) seeks a student for assisting in upcoming marketing and communications initiatives. Reporting to the Communications Manager, the position works closely with the IT Service Centre, and has contact with various groups and positions within the Information Technology department as well as other departments on campus. UBC IT provides IT strategy and services to the UBC campus community to enable world-class teaching, research, and learning. The Marketing and Communications Assistant resides with the Communications Team, which provides marketing and communications expertise and support to the department.

Roles and Duties:
- Promote UBC Information Technology on campus and expand reach using innovative marketing strategies
- Assist in creation of UBC IT’s social media content
- Assist in the design and production of marketing materials, collateral and presentations as required
- Assist in creation of UBC IT’s Annual Report, including collecting data, interviewing stakeholders, writing copy
- Writing articles for the UBC IT website
- Must be familiar with social media. Monitor social media accounts and report on statistics for social media.
- Assist in the development of new advertising campaigns for existing products and services
• Assist with focus group research and surveys
• Provide support in coordinating events and information booths on campus
• Provide general administrative support
• Other duties as required

Qualifications:
• A 2nd year or higher student seeking a degree in Commerce, Arts, or any combination of relevant experience and education will be considered
• Experience writing for print publications and advertising copy
• Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) is an asset
• Experience creating graphics for print and web and a strong eye for design
• Familiar with social media, including monitoring social media accounts on behalf of an organization, and preparing social media statistics reports
• General knowledge of university student demographic – trends and lifestyle
• General knowledge of the UBC campus and IT products and services
• Must have high energy, a passion for marketing, and a quirky sense of humour
• Excellent oral and written communication skills
• The Marketing and Communications Assistant is highly creative with innovative ideas and a desire to set new trends

Student Learning Components (UBC Vancouver Work Learn Program):
• The student will work closely with senior communications members of the team, and the manager of the team who will provide guidance and support to the student as needed
• Workplace orientation provided to orient student to resources within the department, and within UBC
• A mid-term check-in point evaluation will be administered as well as an exit interview
• Exposure to 360 degree evaluations and the ability to assess others
• Through this position, the student will be able to strengthen their marketing and communications skills by taking ideas and concepts and making them reality through careful planning and thought (Examples: executing promotional plans, creating videos, planning and coordinating events)
• The student will be have an opportunity to apply written and verbal communications skills in a practical sense in this position as their tasks will involve presenting information they have researched (verbally or written) and writing for a business audience, as well as a customer audience.
• The student will learn the importance of flexibility in a fast-paced IT environment.
• The student will meet and interact with a large number of staff with various specializations, providing an opportunity to expand their network of contacts.
• The student will also have the opportunity to interact with customers and clients at events extending their contact network even further.
• This position offers the opportunity to implement creative marketing ideas.
• In this position, the student will learn about different channels of communications in general, and on campus, and the optimal strategies used to communicate through each channel (ie. face-to-face, email, web content, etc.).
• The student will be able to utilize their own judgment and time management skills; a series of tasks are assigned and the student makes decisions on how best to execute the tasks.
• The student will learn how to engage in social media on behalf of an organization.
• The student will be able to build their portfolio of web and print design work.

How to Apply:
Please send a copy of your cover letter, writing sample, and resume to ubcit.communications@ubc.ca