



Marketing Associate

Number of Openings: 2

Duration: September 2018 – April 2019

Description:

The Marketing Associate will be responsible for designing and creating promotional materials (such as posters and videos) for various Investment Society events and initiatives. You will also be responsible for managing Investment Society's social media pages. You will also work on updating and maintaining the Investment Society website. You will work closely with the VP of Marketing as well as executives from other departments to ensure all promotional projects are completed in a timely manner. You will have a chance to showcase your creativity and develop your skills in graphic design through designing attractive marketing collateral. This position will require a commitment of approximately 5-7 hours per week.

Requirements:

- Proficiency with Adobe programs (Photoshop, Illustrator, InDesign etc.) and video making software
- Experience with programming not necessary but considered valuable
- Ability to think creatively to design posters for promotional purposes
- Superior written communication skills with strong attention to detail
- Has interest and knowledge in various social media platforms and social media marketing
- Proven ability to build consensus and work effectively within a cross-departmental team

Role and Responsibilities:

- Designing promotional collateral including posters and brochures using Adobe Photoshop and Adobe Illustrator
- Communicating with the Vice President of Marketing and other executives to obtain requirements for design projects
- Engaging in the promotion of Investment Society events
- Attending Investment Society team meetings to provide departmental updates and news

- Being involved by attending events throughout the year. This includes participating in booth hours, making classroom announcements and attending internal team socials

Remuneration: This is a volunteer position, thus there will be no remuneration for this position.