

Director of Marketing (1)

Position Overview:

As the Director of Marketing, you will develop and implement a comprehensive marketing strategy to drive attendance to TEDxSFU 2018. Through marketing campaigns and day-of activities, you will generate awareness of the TEDxSFU brand, as well as increase attendee engagement to foster a positive experience for all. This position will allow you to develop leadership, marketing, and teamwork skills while exercising your creativity.

Your term will run from **April 2018 to January 2019**.

NOTE: This is a volunteer-based position with a time commitment of roughly 8-10 hours/week*

*Hours subject to change depending on demands for the week.

Responsibilities:

- Lead three marketing coordinators in the planning and execution of online and offline marketing campaigns
- Organize and lead weekly meetings with coordinators
- Maintain TEDxSFU's online presence (social media channels and TEDxSFU blog)
- Engage online follower base to drive brand awareness
- Monitor success of campaigns by tracking metrics using Google Analytics
- Collaborate with Project Leads and Organizing Committee to create content that educates and informs TEDxSFU's target audience
- Work closely with Creative team to efficiently coordinate production of graphics for promotional materials, with ample time for revisions as needed
- Promote and represent the TEDx brand in a professional manner

Qualifications

- Strong written communication and interpersonal skills
- Comfortable collaborating with entire Organizing Committee to develop effective marketing content that is engaging and creative
- Ability to set and meet deadlines, as well as multitask in an efficient manner
- Ability to lead a team, delegate tasks, and provide feedback to Marketing coordinators
- Ability to create reports and interpret data collected from Google Analytics, and adapt online marketing strategies accordingly
- Previous experience in social media and/or digital marketing

TO APPLY: Please send your resume and other relevant documents to the incoming Project Leads at projectlead@tedxsfu.com.

Deadline to apply: Sunday, March 18 at 11:59pm.