



**cuc ai**  
**2022**

# **Marketing Coordinator Application**

CUCAI 2021-2022



## Applying for CUCAI Marketing Coordinator

Thank you for your interest in the CUCAI Marketing Coordinator position. Below you will find information about the position you are applying for. The application consists of general information, a written question, and a live interview component. Please prepare a PDF of your resume geared towards CUCAI. All applicants must be prepared to schedule an interview after the written application has been submitted.

## About CUCAI

The Canadian Undergraduate Conference on AI (CUCAI) is QMIND's largest undertaking. In 2020, its second year as a conference, the in-person event hosted 300-delegates with a \$140,000+ budget. Sponsors included TD, RBC, KPMG, Canvass Analytics, Suncor and Accenture. In 2021, the conference was transitioned to a fully online format due to COVID-19 restrictions, with 450 attendees, and sponsors including the National Bank of Canada, Google, Telus and the Vector Institute. Organizing CUCAI is an opportunity that requires commitment and a drive to always step up as a leader.

Initiated as a one-day event to showcase the various projects of QMIND design teams, the event has grown to be the largest undergraduate conference on AI in Canada and attracted industry professionals, delegations from other universities, and hundreds of students with an interest in artificial intelligence and its applications. The goal of the conference is to connect passionate students to the greater world of AI beyond the academic bubble. This is done through engaging speakers, panels, workshops, and multiple networking and multiple networking and showcase events.

## Position Description

The CUCAI marketing coordinators will take on the role of bringing CUCAI's vision of branding and advertising to life. We are seeking coordinators who are creative and adept at graphic design or have knowledge of web design. They will assist us in engaging the Queen's tech community and beyond and will have the opportunity to help create and maintain the CUCAI website as a central component of the event's marketing strategy. From promoting the event through social media to spreading the word across the country of this phenomenal event, the marketing coordinators will be integral to continuing the success of CUCAI in 2021.

## Responsibilities:

### Marketing and Branding the Conference

- Create sleek and professional graphics and posts for speaker and sponsor reveals, etc
- Create content for ambassadors to distribute
- Assist in the creation of the CUCAI website and maintain it throughout the months leading up to the conference (for example, updates on the venue, schedule, etc.)
- Attend weekly meetings and work with teammates accordingly

## Application Process

### How to Apply

1. Fill the application form & **submit**. Find the link to the application [HERE](#)
2. Due date: **Wednesday, March 31th, 2020 11:59 PM**

## Interviews

You will be submitting your availability for the interview after applications have been submitted. The interview will be 15-20 minutes long and we will be asking you questions to get to know you and how you would be able to fulfill the role you applied for.

The interview will be held on the week of **April 3rd – April 7th, 2021**.