



COSAS

Co-op Student Association of Sauder

MAXIMIZING OPPORTUNITIES

Digital Marketing Associate

Position Summary

As the Marketing Associate, you will be responsible for planning, creating and setting up social media posts regarding COSAS events, announcements and activities. You will also be working in collaboration with the Marketing Director in planning marketing campaigns that showcases the message of the Co-op program and the community. The candidate must have knowledge and experience with social media marketing and creating content using Canva/Adobe Illustrator. The Digital Marketing Associate will report to the Marketing Director and VP Marketing.

Time Commitment

Regular weekly meeting: 1 hour per week

Around Events Weeks: 5-10 hours per week

Term of Employment

January 2021 – April 2021

Main Responsibilities

- Supports the Marketing Director in tracking and maintaining COSAS' social media channels including Instagram, Facebook and LinkedIn.
- Creates and manages social media campaigns for COSAS's events.
- Designs COSAS's promotional graphics for social media channels, posters, print material
- Manages and regularly updates all social media channels
- Absolute punctuality and activism towards attending COSAS weekly meetings and events
- Detail-oriented, organized and ability to effectively promote COSAS events/announcements in a timely manner

Main Learning Outcome

Digital Marketing Associate can expect to gain experience in digital and social media marketing, team collaboration, leadership and decision-making skills.

Application Process

- Send us an up to date resume with your most relevant experiences to cosas.sauder@gmail.com
- Complete the application form at: <https://forms.gle/LxrAJC6pYnwqa9az8>