



Position Available: Marketing Assistant Coordinator

Are you a person who lives to make a difference in the lives of others? As Canada's only incorporated student volunteer centre, Student Volunteer Connections (SVC) works to ignite, educate, & foster University of Guelph students through the world of volunteerism. Student Volunteer Connections strives to promote positive social action for the purpose of building skills, passions, and most of all, community. In order to effectively assist students, SVC implements a variety of in-person and online programming that promotes volunteerism and social action on-campus, in the Guelph-Wellington community, and beyond.

Term: September 2012 to April 2013

Hours: 2-10 hours per week (flexible)

Report to: SVC Director

Transition and Training

- Required to receive 3 hours of job specific training
- Required to write a transition manual for the next SVC Marketing Assistant
- Required to participate in transition and training offered to the staff and volunteer team throughout the summer, fall and winter semesters

Roles and Responsibilities

The year-round duties of this position include, but are not limited to assisting in the following:

Communications and Networking

- Communicate regularly with the Volunteer Centre of Guelph-Wellington to continue promote SVC and expand current partnerships
- Work with University departments (e.g. Student Life) and on/off-campus organizations to promote volunteering initiatives and SVC
- Sit on external organization committees as needed

Marketing and Programming

- Oversee Student Volunteer Connections' online Social Network presence
- Produce a marketing strategy for SVC and its activities
- Liaise with the other staff members and consult on their marketing needs
- General SVC promotion – resource fairs, RA training, IHC, Ontario, and Orientation Week
- Promote SVC by updating and maintaining online tools including social networks (Twitter and Facebook) and the SVC website



- Work with Director of SVC to promote the organization through media outlets, including articles, news releases, advertisements, and coordinate online social media presence.

Qualifications

*These qualifications would be an asset, however this volunteer opportunity can also allow you to build on your existing skills and learn new ones.

Ability to:

- Work independently and in a team environment
- Use online tools, including social networking, with comfort and familiarity
- Be creative and think outside the box
- Take initiative and have passion for marketing

Knowledge of:

- Resources that encourage and foster student volunteerism
- The University of Guelph and Greater Guelph-Wellington Community stakeholders

Strong Skills in:

- Oral and written communication
- Organization
- Leadership and management
- Networking
- Interpersonal communication

Experience in:

- Volunteerism
- Financial management and budgeting
- Marketing and Promotions
- Proficiency in use of Adobe suite of design tools

...and most important, you must love to laugh and have fun in what you do!

If you think you would be an ideal candidate for the position, please email your cover letter and resume to Shawna Smith (Director) svc@uoguelph.ca by September 20th at 4:30pm. Student Volunteer Connections is an equal opportunity employer committed to diversity and welcomes all interested parties to apply.

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