



**MARKETING COORDINATOR  
(Full-Time Summer Student Position)  
\$12.00 per hour X 35 hour per week  
May 2016-August 2016 (16 Weeks)**

**Mission Statement**

NUTV explores media arts through learning, creativity and fun, capturing stories for the campus community. Learn – Create – Share!

**Our Values**

10. **Learning:** NUTV fosters the development of industry standard media and related skills.
11. **People:** NUTV members form a strong team where everyone feels respected and has the opportunity to participate in all aspects of media production and as a result build their own network of friends and colleagues.
12. **Killer Content:** NUTV's programming captures the hearts, minds and imaginations of the students of the UofC;

The Marketing Coordinator will develop NUTV's brand awareness and recognition throughout campus and to the broader community. They will work with the communication teams to use all available resources effectively such as our screens and social media. This position is ideal for a post-secondary student enrolled in Marketing, Communications or a related field. This job is an excellent opportunity to learn practical, hands on marketing skills. Skills developed on the job will include face-to-face marketing, social media marketing, and writing and presentation skills. The goal of the Marketing Coordinator is to heighten the awareness of NUTV as an organization and its content on the University of Calgary campus.

**Tasks and Responsibilities:**

- Plan an effective advertising strategy for the 2016-2017 season at NUTV
- Establish and maintain an efficient marketing process to ensure the University of Calgary population is aware of NUTV
- Track information from student/ member surveys and maintain updated reports
- Keep track of Social Media analytics
- Assess membership levels, and how to target new members
- Organize outreach campaigns to recruit new members, specifically plan activities, events, and ways of engaging that can be used during Orientation Week at the UofC
- Work in tandem with the Communications team to ensure the highest number of guests will attend events such as the Greenlite festival, 48-hour Eco-Film Challenge, Hour of No Power, Gala Screening and other programs.
- Work on graphics and materials to enhance the marketing strategy
- Attend all NUTV meetings and events
- Other tasks and administrative work as assigned

**Required Skills and Experience:**

- Coursework in communications, marketing, public relations or related field
- Strong written and oral communications abilities
- Proficient with Microsoft Office
- Organized with strong attention to detail
- Knowledge of graphic design, and social media for organizations is an asset

**NUTV encourages applications from members of visible minority groups, persons with disabilities and Aboriginal/First Nations peoples.**

**Deadline: Monday, April 18<sup>th</sup> 2016 4:00 p.m.**

Send résumé and cover letter via e-mail to: [ed@nutv.ca](mailto:ed@nutv.ca) , [subject line: Marketing Coordinator] to Taylor Ross - Executive Director, NUTV

All jobs are pending subject to funding through Canada Summer Jobs or STEP.

\*To be eligible you must be between 15-30 years of age, and be returning to school in the fall\*