



U of A Faculty of Engineering DiscoverE Engineering & Science Camps

Job Title: Marketing Specialist

Term: Temporary Part-Time paid position

Job Start Date: September 10th, 2018

Job End Date: December 14th, 2018 OR April 26th, 2019

Job Location: 2-215 Donadeo Innovation Centre for Engineering

Hours: 8hrs - 15hrs/week

Hourly Rate of Pay: \$17.57 per hour

(\$ 16.12 per hour plus 9% for Vacation pay, Stat. Holiday pay, and student rate)

Application Deadline: July 29th, 2018 at 11:59pm

Submit Resume and Creative Cover Letter* with 3 references via email to:

Ilana Young

Director of DiscoverE

2-215 Donadeo Innovation Centre for Engineering, 92211 – 116 St NW

Edmonton, AB T6G 1H9

Email: deoc@ualberta.ca

Phone: 780-492-8986

Please also include your weekly availability Monday – Saturday

*Creative cover letters can be anything that you think is a great way to showcase why you are a great fit for our Fall/Winter instructor role. We will accept videos, songs, embroidery, etc. The only limit is your imagination.

Job Description

DiscoverE is a not-for-profit, student-delivered initiative of the Faculty of Engineering, at the University of Alberta, in Edmonton Alberta. We deliver high-impact classroom workshops, unique clubs and events, and engaging summer camps to more than 26,000 youth every year, and our programs reach over 70 communities across northern Alberta, British Columbia, Saskatchewan and the Northwest Territories. The Marketing Specialist works with the Marketing Team Lead to design and execute a marketing plan with the goal of reaching our maximum capacity for workshops, clubs and camps.

Job Duties

- Communicates directly with the Marketing Team Lead to establish and review marketing initiatives and create a long term marketing strategy
- Submits purchase requests to the Director
- Design and distribute program marketing materials and reports
- Design and maintenance of the DiscoverE website in conjunction with the Technology Specialist
- Promote the program at conferences or special events



- Create informal material for the various program components (Camps, Clubs, Special events and Workshops)
- Communicate with customers and stakeholders
- Communicate with various suppliers of printed material, promotional materials, and custom printed material
- Perform administrative and operational duties as required
- Support the administration and account management of the e-class
- Produce and edit short video clips
- Several weekly tasks and other duties as assigned

Job Qualifications

- Enrolled fulltime in an undergraduate program for the current academic school year
- Background in Marketing, Fine Arts and/or Graphic Design is an asset
- Computer literacy
- Proficiency with Adobe suite of design/layout programs
- Proficiency with web/print design/layout
- Superior communication skills with particular emphasis on public speaking
- Must be very reliable and detail oriented with the ability to manage timelines independently
- Previous marketing experience is an asset
- Experience working with children & youth and/or schools is an asset
- Positive role model
- Excellent conflict resolution and problem solving skills
- Ability to work as part of a team
- Mature interpersonal conduct
- Willingness to learn new material
- Able to complete a Police Criminal Record Check (with vulnerable section)
- Class 5 driver's license (GDL removed) is an asset
- The ability to fluently speak French is an asset
- Previous experience with DiscoverE is an asset

We thank all applicants for their interest in DiscoverE, however only successful candidates will be contacted for an interview.

If you have any questions or concerns, please feel free to visit 2-215 DICE or email Ilana Young at deoc@ualberta.ca