U of A Faculty of Engineering DiscoverE Engineering & Science Camps

Job Title: Marketing Team Lead

Term: Temporary Full-Time paid position  
Job Start Date: April 29th, 2019  
Job End Date: August 26th, 2019  
Job Location: 2-215 Donadeo Innovation Centre for Engineering  
Hours: 35-40hrs/week  
Hourly Rate of Pay: $21.08 per hour  
($19.34 per hour plus 9% for Vacation pay, Stat. Holiday pay, and student rate)

Application Deadline: **Sunday, February 17th at 11:59pm**

We need three things to complete your application:

1. Portfolio  
2. Resume  
3. Your answers to this [questionnaire](#)

Please submit your resume and portfolio to:

Ilana Young  
Director of DiscoverE  
2-215 Donadeo Innovation Centre for Engineering, 9211 – 116 St NW  
Edmonton, AB T6G 1H9  
Email: deoc@ualberta.ca  
Phone: 780-492-8986

**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 Team Lead designs and implements a marketing plan with the goal of reaching our maximum capacity for workshops, clubs, camps and special events.

**Job Duties**

- Communicates with Director to establish and review marketing initiatives and create a long term marketing strategy  
- Create and execute an effective marketing plan, including efficient design and production processes  
- Leads Marketing Specialist and Photographer and Social Media Specialist through marketing strategy
• Arranges interviews, television and radio spots
• Acts as the first point of contact with members of the media
• Submits purchase requests to Director
• Design and distribute program marketing materials and reports
• Design and maintenance of the DiscoverE website
• 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
• Preform administrative and operational duties as required
• Produce and edit short video clips
• Several weekly tasks and other duties as assigned

Job Qualifications

• Strong leader
• 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
• Positive role model and mentor
• Excellent conflict resolution and problem solving skills
• Ability to work as part of a team
• Mature interpersonal conduct
• Willingness to learn new material
• Enrolled fulltime in an undergraduate program for the current academic school year, preferably with some background in marketing, fine arts and/or graphic design
• Previous leadership experience is an asset
• Previous marketing experience is an asset
• Experience working with children, youth, parents and/or schools is an asset
• Class 5 driver’s license (GDL removed) is an asset
• Able to complete a Police Information Check (with vulnerable section)
• The ability to fluently speak French is an asset
• Previous experience with DiscoverE or a similar organization is an asset

Important Information for Applicants

• If successful, we require a Police Information Check (with vulnerable section)
• 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