

EXTERNAL OPPORTUNITY



UWSA
THE UNIVERSITY OF WINNIPEG
STUDENTS' ASSOCIATION

DIGITAL MARKETING ASSISTANT

Part-time position scheduled to begin on July 18, 2022

\$18.14 per hour
10-20 hours per week

**This is a union-organized position with the Manitoba Government and General Employees' Union
MGEU Local 433**

The Digital Marketing Assistant is an integral part of the UWSA Communications team. The Digital Marketing Assistant reports to the Marketing & Public Relations Manager, who acts as day-to-day management on behalf of the UWSA Board of Directors and Chief Operating Officer. The Digital Marketing Assistant works alongside the Graphic Design Assistant in service of the UWSA Communications department mission and vision.

Duties include:

- Social media channel content creation, monitoring, publishing, and tracking analytics
- Website updates, including managing forms, surveys, and copywriting
- Content creation for online and print media
- Photography and videography for UWSA events, services, and employees
- Support the creation of copy and layout for the UWSA Handbook
- Marketing and promotion of UWSA events and associated partnerships, including tabling to promote services and campaigns of the union
- Media relations support
- Communication and marketing strategy support
- Meeting regularly with the Marketing & Public Relations Manager

Experience and Qualifications:

- Post-secondary education in the field of communications, marketing, or other areas if applicable
- Demonstrated knowledge and experience in social media management and analytics including Facebook, Instagram, Twitter, Discord, and content scheduling software
- Working knowledge and experience with the Adobe Creative Suite (InDesign, Premier Pro, Illustrator, Audition, After Effects, Photoshop)
- Working knowledge and active experience with content management systems, including WordPress
- Excellent demonstrated English grammar skills and knowledge of CP Style
- Excellent demonstrated written and oral communication skills
- Excellent and demonstrated photography and videography skills using a DSLR camera

Applications must be submitted online at theuwsa.ca/job-opportunities. Please complete the job application form and attach your resume and cover letter.

For more information, please contact the UWSA Marketing and Public Relations Manager, Alex Nguyen at a.nguyen@theuwsa.ca.

THIS POSTING IS AVAILABLE IN ALTERNATE FORMATS UPON REQUEST

DEADLINE FOR APPLICATIONS IS: TUESDAY, JULY 5, 2022 BY 4:00PM