

		Job Category:	Full-time (Co-op) Staff
		Job Title:	<i>Strategic Marketing Specialist</i>
Location:	Halifax	Travel Required:	No
Salary:	\$17/hr, plus vacation pay	Position Type:	Term, Full-time (35 hrs/wk)
Job Duration:	OCT 19, 2020 – DEC 18, 2020	On campus?	Yes (or virtual)
Will Train Applicant(s):	Yes	Posting Expires:	Open until filled
External Posting URL:	n/a		
Submit Application Via:			
University online co-op job portal.			
Job Description			
<p>POSITION PROFILE</p> <p>Imhotep's Legacy Academy is a university-community initiative that seeks to improve the academic performance of African-Canadians in science, technology, engineering, mathematics (STEM) subjects and the representation of African Canadians in STEM professions by providing opportunities for young learners to engage in activities that strengthen their science and math aptitude.</p> <p>Reporting to the Executive Director, the Strategic Marketing Specialist (SMS) may be responsible for developing and implementing an efficient and effective community marketing plan for ILA to market jobs, programs, and volunteer opportunities (or other responsibilities that fit within ILA's marketing objectives). The SMS may also develop systems to automate operational processes, e.g., payroll and cost tracking, etc. The SMS may also be tasked to refine the fund-raising plan for ILA to assist in identifying new partnerships and opportunities that broaden the reach of ILA programs.</p> <p>Principal Accountabilities (may include)</p> <ul style="list-style-type: none"> Structure processes for marketing to participants, employees, and community members, i.e., use of appropriate verbiage, timing, etc; consult with experts in the field to learn best practices; Develop a cultural-relevance module for Mentors' use during the first session of ILA's weekly programs; Develop systems to automate operational processes, e.g., payroll and cost tracking Propose an effective fund-raising plan that leverages existing resources and compile an active database of funding sources, including key contacts and funding timelines; <p>Supervision and Mentoring Plans</p> <ul style="list-style-type: none"> Student will be provided with a list of duties to be completed by the end of the work term. The Executive Director will meet with the student on a bi-weekly basis to gauge progress and to clarify/resolve issues. <p>Core Competencies</p> <ul style="list-style-type: none"> Professional and service-oriented Attention to detail and accuracy Efficient, relationship builder Results-oriented Team player and reliable <p>Learning Outcomes</p> <ul style="list-style-type: none"> Student will learn to apply his/her commerce studies the development of ILA best practices. Student will hone his/her ability to communicate sophisticated ideas in a manner that facilitates understanding and creates productivity efficiencies. Student will learn to work in a co-operative, community-based work environment. Student will widen his/her knowledge base of the contributions made by people of African Heritage to STEM <p>Qualifications</p> <ul style="list-style-type: none"> Must be a student registered in a Co-op program. Completed at least two years of post-secondary education in Commerce/Business, Marketing, eCommerce, or a Computer Science-related field of study Organized and able to multi-task and set priorities 			

- Excellent oral and written communication skills
- Proficient computer skill in office productivity software; web development; or application development
- Comfortable using various social media platforms, i.e., Facebook, Twitter, Instagram, Hootsuite, YouTube
- Self-motivated with an ability to work collaboratively with colleagues
- Must be willing to work virtually from home, if required

Preference is given to applicants with demonstrated experience and interest in issues affecting the education of learners of African heritage.

Condition(s)

Offer of employment is contingent upon the successful candidate passing appropriate background checks.

Candidates must provide a recent *Criminal (Vulnerable Sector) Background Check* and *Child Abuse Register Check*.

Period of employment

This is an expected Mon-Fri position with a one-hour (unpaid) lunch break. The selected worker must be able to accommodate flexible working hours as there may be work requirements outside regular business hours.

The work schedule will be adjusted accordingly to accommodate this requirement as no overtime is available for this position.

We thank all applicants for their interest, however, only those selected for an interview will be contacted.

Job Code/ Req#:	SMSFALL2020	Updated:	20-09-2020
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