



POSITION: Event Marketing Associate
PAYMENT + HOURS: \$12/Hour 10 Hours/Week
TERM: September 2012 – March 2013
SUPERVISOR: Hamza Khan, Digital Community Facilitator
DEPARTMENT: Student Community Life

RESPONSIBILITIES

The Student Life Promotions Team will be a group of students that are passionate about being at Ryerson and want to make a significant contribution to the creation of a vibrant campus community. The focus of the team's work will be to raise the profile of events and activities taking place in the Ryerson community so all students have an opportunity to become connected and engaged.

POSITION DESCRIPTION:

Working under the general direction of the Digital Community Facilitator, the incumbent is responsible for raising awareness and profile of Student Life programs and services through social interaction. Primary responsibility will be to use innovative and engaging forms of social interaction to inform students of development opportunities available to them on campus. The successful applicant will also be responsible for conducting class speeches, conducting market research as well as liaising with Student Life staff to strategize on and arrange for the placement of Student Life promotional materials throughout campus. This position is largely geared to highly creative and social individuals interested in sales, customer service, and/or event planning. Efforts will be made to identify projects and initiatives in which the successful applicant will be responsible for formulating creative direction, timelines for completion, and implementation.

QUALIFICATIONS:

- Must be a full-time Ryerson student in the 12/13 academic year
- Hold a minimum 2.33 GPA
- Be work-study approved
- Be available at a wide variety of times, including some weekends and evenings
- Possess strong organizational, time-management and multi-tasking skills
- Be able to communicate effectively in writing and verbally
- Be able to work independently, but thrive in a team environment
- Be creative and have the ability to troubleshoot issues in a fast-paced setting
- Be a self-starter that is full of creative ideas and is not afraid to take initiative
- Must understand the Ryerson experience and be engaged in life on campus
- Create and foster a sense of enthusiasm and pride in student and campus life
- Must have proficiency with the Microsoft Office Suite, social media (Facebook, Twitter, etc.), project management software (ie. Basecamp, Asana, etc.)
- Must be able to demonstrate how their work would contribute to the development of a vibrant campus community
- Have experience in relevant software such as web browsing, blogging, research tools, word processing

Please send resume + cover letter to hamza.khan@ryerson.ca