



## Student Success & Leadership Centre

401 Sunset Avenue, Windsor

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## JOB OPPORTUNITY Marketing Coordinator

The Marketing Coordinator will act as an assistant to the Student Development Specialist – Volunteer/Leadership Development in the Student Success and Leadership Centre. They will be required to assist with the orchestration of many aspects of UWindsor Welcome Week as well as our Head Start program, specifically duties associated with publicizing and communicating about the events. This position would provide the successful candidate with the opportunity to enhance many skills including: leadership, time management, critical thinking, creativity, technical equipment set up, social media, public speaking, interpersonal and team work.

- Primary responsibility:
  - Design and implement various forms of communication and publications with regard to UWindsor Welcome Week and Head Start.
  - Be a student ambassador and mentor for all incoming undergraduate students throughout Head Start and UWindsor Welcome Week Orientation
  - Participate in ongoing student leadership development
  - Maintain the assigned email account of uwindsorwelcome@uwindsor.ca
- Assist with planning and implementation of the Head Start Program including:
  - Update and assist in the building of the EventUs App
  - Update the Head Start and Mature Transfer Part Time and Head Start website in consultation with the Marketing Assistant in the Office of Student Experience, the Student Development Specialist and the Transition Events Coordinator
  - Develop tuition ballots and lunch ballots for Head Start
  - Generate and orchestrate a technical equipment plan for check in and presentations
  - Devise a multi-channel communication plan that will disseminate information to all incoming, undergraduate students for the purpose of communicating upcoming Head Start plans in collaboration with the Communications Coordinator. This will include platforms like Facebook, Instagram, the orientation website, the orientation app push notifications and outgoing student emails.
  - Devise and implement a plan to promote UWindsor Welcome Week during Head Start (ie: UWin 101 spirit package)
  - Assist the Student Development Specialist in the development of a photography and filming plan for coverage of Head Start
  - Update and maintain Digital Display loop in specific campus locations
  - Participate in extensive rehearsal and practice of Head Start presentations
  - Participate in extensive campus partner and resource training
  - Deliver presentations to large groups of students and parents/families
  - Provide extensive campus tours to large groups of students and parents/families
  - Assist with event set up and take down (technical equipment specifically)
  - Assist with event check in
  - Staff Head Start Event Days and troubleshoot program concerns as they arise
  - Assist the Orientation Coordinator with the organization and preparation details of Head

- Start Simulation, Training Conference and alternate trainings
  - Other duties as assigned
- Assist with planning and implementation for UWindsor Welcome Week including:
  - Update the UWindsor Welcome Week website in consultation with the Marketing Assistant in the Office of Student Experience and the Student Development Specialist
  - Devise a welcome week theme based on the feedback of the student staff team and create a logo in collaboration with the Orientation Coordinator
  - Develop designs for swag items that reflect the welcome week theme and logo
  - Devise a multi-channel communication plan that will disseminate information to all incoming, undergraduate students for the purpose of communicating upcoming Welcome Week plans in collaboration with the Communications Coordinator. This will include platforms like Facebook, Instagram, the orientation website, the orientation app push notifications and outgoing student emails.
  - Generate and orchestrate a technical equipment plan for welcome week check in
  - Develop a welcome week registration live portal (teams)
  - Work collaboratively with the Communications Coordinator to devise a Program Orientation Schedule for the app and Website
  - Work collaboratively with the Registration Coordinator and Communications Coordinator to devise the Welcome Week Schedule based on the program proposal process as well as updates at Welcome Week meetings
  - Collaborate with the Registration Coordinator and Communications Coordinator in the development of a Cancellation Policy
  - Develop tuition ballots for UWindsor Welcome Week
  - Assist the Student Development Specialist in the development of a photography, filming and social media plan for coverage of UWindsor Welcome Week
  - Update and maintain the UWindsor Welcome Week Schedule after Committee meetings and associated developments in collaboration with the Registration Coordinator
  - Update and assist in the building of the EventUs App
  - Update print communications in consultation with Student Success and Leadership Centre staff (ie: postcard) and organize printing and delivery of those materials
  - Serve on the UWindsor Welcome Week Planning Committee
  - Staff UWindsor Welcome Week Events and troubleshoot as necessary
  - Other duties as assigned

**Important Dates:**

- Campus Partner & Presentation/Tour Related Training, Promo Materials, Head Start Practice Days, Head Start Performance Days: All weekdays of May 2021 and many dates in June 2021
- Community Building Training: Friday, June 18<sup>th</sup>, 2021
- Alternate Community Building Training Date: Saturday, June 19<sup>th</sup>, 2021 (tentative)
- Community Building Socials: Friday, July 9<sup>th</sup> & Friday, August 20<sup>th</sup>, 2021
- Head Start Simulation: Tuesday, July 6<sup>th</sup>, 2021 (tentative)
- Head Start: Saturday, July 17<sup>th</sup> & Thursday, August 12<sup>th</sup>, 2021
- Summer Society Showdown Socials: Saturday, June 19<sup>th</sup> & Saturday, August 21<sup>st</sup>, 2021
- UWindsor Welcome Week Alternate Training: Saturday, August 28<sup>th</sup>, 2021
- UWindsor Welcome Week Training: Friday, September 3<sup>rd</sup>, 2021
- UWindsor Welcome Week: Sunday, September 5<sup>th</sup>, - Friday, September 10<sup>th</sup>, 2021

**Number of Positions Available:**

- 1

## **QUALIFICATIONS:**

This position is best suited for an individual with strong communication skills and strong organizational skills. Previous experience volunteering at Head Start is preferred, as is experience with UWindsor Welcome Week. The coordinator must be able to work independently, as well as feel comfortable interacting with a variety of people. A successful candidate will be able to effectively prioritize and time manage the multitude of responsibilities and intersecting priorities that arise in this role. This role requires that the individual be able to present to large groups in a professional and comfortable manner. Previous event planning is an asset as is participation in a campus club. Meeting deadlines, prioritizing tasks, maintaining a high level of commitment to projects over the course of many months, and a strong degree of professionalism will be required. An ideal candidate will possess, previous leadership experiences, strong verbal and written communication skills, creativity skills and a comprehensive working knowledge about campus services available to students. Experience with Microsoft Office, Social Media, Photoshop, Canva, Qualtrics, Drupal 7 web design, Hootsuite (or other social media management system knowledge applications) is an asset as is previous leadership experience. In order to qualify the candidate must be a University of Windsor student **in their undergraduate studies, not graduating in June 2021. Attendance at all dates stated above is required.**

## **TERMS OF EMPLOYMENT:**

Start Date: April 30<sup>th</sup>, 2021 to September 17<sup>th</sup>, 2021

Hours: April 30<sup>th</sup> – May 28<sup>th</sup>, 2021: 18 hours per week

May 31<sup>st</sup> – July 2<sup>nd</sup>, 2021: 24 hours per week

July 5<sup>th</sup> – September 10<sup>th</sup>, 2021: 35 hours per week

September 13<sup>th</sup> – 17<sup>th</sup>, 2021: 3 hours

**\*\*These dates and hours are subject to change. Please note: students are only able to work full time hours provided that they are not registered in summer courses.**

Hourly Wage: \$14.25/hour

**Those selected for an interview will be required to provide a 10 minute presentation about the following topic:**

Your supervisor has tasked you with developing a welcome week theme for the coming September. In doing so you must develop a logo and associated swag materials to promote this to the incoming undergraduate population of students.

**What creative process do you follow to achieve this?**

**What does the logo look like?**

**What swag items and promo materials would you consider branding and why?**

Please submit your resume and cover letter to the attention of Cindy Crump, Director, Student Success and Leadership Centre

Only applications submitted through mySuccess will be accepted. Visit: <https://success.uwindsor.ca>

**Application Deadline: Monday, March 15<sup>th</sup>, 2021.**