



University
of Windsor

Student Success and Leadership Centre

401 Sunset Avenue, Windsor
Ontario, Canada N9B 3P4
T 519-253-3000 ext. 1414
www.uwindsor.ca/success

JOB OPPORTUNITY Marketing Portfolio

The Marketing portfolio will assist the Student Success and Leadership Centre in the facilitation of Summer and Fall Orientation programs. In this role, you will assist with the orchestration of many aspects of Welcome Week and Head Start programming, specifically duties associated with publicizing and communicating about the events. Collaborating with the Communications portfolio, you will devise a multi-channel communication plan and content that will disseminate information to all incoming undergraduate students for Head Start and Welcome Week programming. Additionally, you will develop ballots for the tuition and lunch prize draws for Head Start and prizes for Welcome Week.

Primary Responsibility

In this role, you will assist with designing and implementing various forms of communication and publications for Welcome Week and Head Start. Additionally, you will provide technical and audio-visual equipment support during Head Start, Welcome Week, and all volunteer summer training programs. At Head Start and Welcome Week, you will act as a student ambassador and mentor for incoming undergraduate students and, more generally, participate in ongoing student leadership development.

Head Start

In preparation for presenting as part of the Head Start program, you will participate in extensive rehearsal and practice of orientation presentations to be delivered large groups of students and parents/families. This preparation will include attending campus partner and resource training to aid you in informing incoming students and their supporters about campus services. Likewise, you will train to provide detailed campus tours to large groups of students and their supporters. You will also be trained to provide overarching logistical and troubleshooting support to the Head Start Program. This plan will include avenues to promote Welcome Week during Head Start.

Welcome Week

As a member of the Welcome Week Planning Committee, you will be part of a team that plans and facilitates many aspects of the program. In this role, you will develop designs for swag items that reflect the welcome week theme and logo. Collaboratively with the Registration and Communications portfolios, you will devise, maintain, and update the Welcome Week Schedule based on the program proposal process as well as updates at Welcome Week meetings and the development of a Cancellation Policy. You will also update print communications in consultation with Student Success and Leadership Centre staff and organize printing and delivery of those materials.