

Job Description for Temporary, Casual or Interim Positions

Job Title	Marketing and Events Associate		
Interim Job Code	INT111	Pay Grid	Temporary
Student Work Program Job Code	WPS111	Pay Grade	Level 3

Job Summary

Plan, develop, implement and evaluate various marketing and communication events, activities and initiatives.

Accountabilities

1. Execute marketing and communication initiatives working within a specified budget.
2. Build, deploy and optimize email and/or social media marketing campaigns.
3. Execute quality assurance and testing across browsers, email clients, and mobile devices.
4. Write and disseminate announcements and promotional information through various communication methods.
5. Establish marketing and communication best practices and recommendations for improvement.
6. Plan and execute logistics for conferences, events or exhibits.
7. Provide recommendations on the suitability of space, venues, and set up for conferences, events or exhibits.
8. Develop and distribute evaluation surveys post-conference, event or exhibit. Collect and review feedback to assess and improve future events and activities.
9. Monitor and reconcile event costs and verifies accuracy of all expenses incurred.
10. Receive and respond to issues that arise during events.
11. Liaise with facility services and suppliers of contracted services to ensure that all services agreed to have been provided.
12. Coordinate the use of facilities and meeting space within the department.

Qualifications

Education: 2 year Community College diploma in Event Management or related field.

Experience: Experience in developing and executing marketing and/or communications initiatives.

Working Conditions

- Typical office environment.
- Travel to offsite event locations may be required.
- Work is completed under general direction and guidance.