

<b><u>Position Title:</u></b>	Marketing Coordinator, YSpace
<b><u>Reports To:</u></b>	Director, Entrepreneurship & Innovation
<b><u>Contract Term:</u></b>	1-year with possibility of extension
<b><u>Annual Salary:</u></b>	\$65,000 with extended health benefits
<b><u>Hours of Work:</u></b>	35 hours per week

## **OVERVIEW:**

The Marketing Coordinator will work with the YSpace team to support the creation and execution of digital marketing and communication efforts for Entrepreneurship initiatives and events. The coordinator will be responsible for creating, coordinating and overseeing content for social media channels and the website, draft press releases and stories, and assist with developing marketing strategies to promote the programs and the brand.

## **MAJOR DUTIES:**

### Marketing Campaigns

- Assist in the planning and coordination of marketing strategies for YSpace programs by providing recommendations and ensuring coordination with the team
- Coordinate and implement digital media strategies as approved by the leadership, including social media, webcasts, websites and email marketing. Identify and research social media channels such as X, Facebook, LinkedIn, Tik Tok and provide recommendations in moving towards integration between channels and increasing awareness and engagement
- Explore and identify new ways to reach out to students, founders, investors, and researchers and engage with the team to provide recommendations
- Enhance and build collaborative professional relationships with the communications teams in VPRI and York
- Ensure that all marketing materials accurately represent the YSpace branding and its programs, and adhere to overarching York University brand guidelines
- Support the Director in pulling data reports on marketing analytics as required

### Public Relations Campaigns

- Provide recommendations on effective public relations opportunities for the YSpace team and its programming
- Draft press releases, newsletters, and other media communications to promote programs and distribute the communications as approved by leadership
- Develop and support media relationships, coordinate with VPRI and York communications for potential press interview and story coverage
- Pull data reports on media relations analytics as required by the Director

### Content Development

- Develop, write, edit, lay out, post and produce content for online and print media including internal and external publications, websites, videos, podcasts etc.
- Content development includes research (online, interviews), copy writing, copy editing, website development, photography and editing

- Create, design and update marketing materials for programs, including but not limited to posters, brochures, banners, and digital assets

## **QUALIFICATIONS:**

### Education

- Completion of university degree in Marketing, Communications, Journalism or related field

### Experience

- Minimum 2 years of recent related experience in communications and marketing including maintaining an organization's web presence and social media interactions, developing marketing content and materials, assisting with event planning and related marketing and logistics, and experience with Content Management Systems (CMS) and related internet traffic analysis
- Experience with start-ups or fundraising an asset

### Skills

- Effective written and oral communication skills to elicit information and provide accurate information clearly and concisely
- Ability to think and develop creative content
- Knowledge and ability to develop and maintain websites using a CMS system (WordPress preferred), and creating and sending bulk emails using a CRM
- Ability to strategically use social media for community development
- Ability to use graphic design and photo editing software
- Ability to work effectively both independently and as a member of a team
- Ability to exercise initiative and good judgement
- Ability to exercise tact, diplomacy and maintain confidentiality
- Effective attention to detail
- Ability to remain calm under pressure and frequent interruptions
- Punctual and good organization and time management skills
- Proficiency in MS Office, Sharepoint, One Drive, Slack and Adobe Acrobat
- Knowledge of entrepreneurial lifecycle and experience working with entrepreneurs an asset

### **Application Instructions:**

Please submit a cover letter and updated resume to Emma Yuen, Senior People Partner at [emmay@yorku.ca](mailto:emmay@yorku.ca). Please indicate the job title in the subject line.

This position is open until filled.