



Marketing Assistant

Summary:

Under the leadership of the Marketing Director, these individuals will create, develop and implement the majority of tvWestern.ca based marketing initiatives for the upcoming year.

Time:

8-12 hours per week.

Accountabilities:

- Work with the marketing team to develop and design comprehensive marketing plans for specific tvWestern.ca initiatives
- Coordinate & design creative graphic materials, including but not limited to logos, posters, and advertisements
- Work closely and consult with appropriate tvWestern.ca staff in the development and execution of marketing initiatives
- Spearhead market research initiatives, coordinate distribution and implement evaluation initiatives
- Create press releases and other public relations materials
- Perform other essential duties as assigned

Qualifications:

- Current UWO Student
- Ability to effectively collaborate and communicate within and across all departments
- Knowledge of marketing, management, market research, and campus life
- Communication and graphic design skills. Computer skills such as Dreamweaver, Photoshop, InDesign and Flash are an asset
- Ability to lead, work with, teach and learn from others
- Ability to prioritize projects and resources and delegate tasks effectively