



Marketing Director

Summary:

The marketing director oversees and manages all tvWestern.ca marketing initiatives. In collaboration with the Station Manager, this position will help create and foster partnerships with external groups. This position is also responsible for the supervision and direction of marketing assistant staff.

Time:

12-15 hours per week

Accountabilities:

- Develop annual organizational goals, tactics, and content strategies with other directors
- Develop and execute marketing/promotion initiatives for tvWestern.ca programs, productions, and events
- Liaison with campus community organizations and clubs.
- Spearhead market research initiatives
- Supervise and direct marketing assistants
- Represent tvWestern.ca at cross-organizational meetings, community event where relevant and applicable
- Perform other essential duties as assigned

Qualifications:

- Current UWO student
- Proven experience leading a team with the ability to organize and inspire others
- Marketing background and experience in marketing management, market research, human resource management and campus life
- Project management skills such as the ability to effectively collaborate and communicate within and across divisions and to oversee multiple projects simultaneously
- Graphic design skills. Computer skills such as Dreamweaver, Photoshop, inDesign and Flash are an asset.
- Ability to prioritize projects and resources and delegate tasks effectively
- Ability to initiate, exercise sound judgment to solve problems and plan thoroughly
- Group facilitation skills