



Job Description: Promotions Coordinator

Job Title: Promotions Coordinator

Reports To: VP Communications

Hours: 5 hrs/week

Wage: \$26.00/hr

Effective Date: April 22nd, 2024

Primary Purpose

The promotional coordinator will support GSA team members in the planning and marketing of their events and informative campaigns. They will be primarily responsible for ensuring all marketing campaigns are up to standard to help streamline our strategic communication processes. They will also be consultants for staff members who require support to enhance the effectiveness of their marketing campaign.

Key Responsibilities

- Create promotional plans for informative campaigns, events and services
- Supporting the GSA team through creation of promotional campaigns
- Graphic creation for promotional material
- Create informational campaigns to inform students

Required Qualifications

- Minimum 1 year experience in communications and marketing



- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience using data analytics software for research
- Excellent communication and presentation skills
- Strong communication and collaboration skills as you will be interacting with all staff members within the GSA
- Candidates with photography and videography experience are preferred but is not required

DIVERSITY AND EQUITY:

The GSA is involved in significant conversations and decisions directly related to student life at UW, and this dialogue is strengthened when the GSA staff team is composed of students with diverse backgrounds, identities, challenges and experiences. The GSA welcomes and encourages applications from qualified individuals who are Black persons, Indigenous persons, and persons of colour, persons with disabilities and/or accessibility needs, all religions and ethnicities, and all gender identities, gender expressions and sexual orientations.