

## Marketing Coordinator

### The Opportunity

The *Dalhousie Gazette Publishing Society* is looking for a Marketing Coordinator for the next publishing year.

The *Gazette* is a student-run newspaper based in Halifax, Nova Scotia on the campus of Dalhousie University. It is the oldest campus paper in Canada, publishing consistently since 1868. We publish stories significant to people both on-campus and in the broader Halifax community.

The term of the position will be from May 1, 2022 to April 30, 2023.

The Marketing Coordinator will be paid \$5,600 per year. (\$700/month from Sept-Apr). Distribution of pay may be subject to change, but the total compensation will remain the same.

### Responsibilities

- Maintaining the *Gazette's* social media accounts (Facebook, Twitter, and Instagram).
- Creating and maintaining social media templates for *Gazette* stories.
- Promoting the *Gazette's* stories and events to students.
- Working with the Business Manager and Editor-in-Chief to come up with new and effective ways to reach potential contributors, readers, and advertisers. Specifically, the candidate should have ideas of how the *Gazette's* articles can reach a wider audience through social media.
- Assist in the creation of marketing and promotional materials as needed.
- Championing the reputation and role of the *Gazette* within the Dalhousie and Halifax communities by striving to build the *Gazette's* brand and presence on campus and beyond.
- Working approximately 10-15 hours per week during the academic year and being available for ongoing communication with staff. Some work will be required during the summer months.
- Engaging in ongoing professional development.
- Any other duties determined by the Board of Directors.

### Desired Qualifications

- Candidates must be a student studying at Dalhousie University or the University of King's College, and a member of its respective student union.
- Candidates will preferably reside in Halifax during the academic year.
- Candidates must not be an employee of the Dalhousie Student Union, a member of the Dalhousie Student Union Council, the Dalhousie University Board of Governors or Senate.
- Prior experience managing brands, campaigns, and social media accounts is strongly preferred.
- Creativity, ingenuity, and an understanding of how to engage the student community is an asset.

To apply, please e-mail a résumé and cover letter with the subject '**Marketing Application**' to the Chair of the Board at [mitch.archibald@dal.ca](mailto:mitch.archibald@dal.ca) by **5 p.m.** on **April 8, 2022**. Potential candidates will be contacted for an interview.

*The Gazette is committed to being an accessible society of the Dalhousie Student Union. We are committed to not discriminating on the basis of race, religion, Indigenous ancestry, ability, gender identity, sexuality, age, citizenship and immigration status, or any other rights protected under the Nova Scotia Human Rights Act.*

*The Gazette is settled in K'jipuktuk (Halifax) of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq, where we work, play and study.*