Career Fair Marketing Coordinator
SCWIST Volunteer Opportunity

SCWIST (The Society for Canadian Women in Science and Technology) is a not-for-profit society that specializes in improving the presence and influence of women and girls in STEM (Science, Technology, Engineering, and Math) in Canada. SCWIST promotes participation and advancement through education, networking, mentorship, collaborative partnerships and advocacy. SCWIST’s vision is an environment where girls and women in Canada pursue their interest, education and careers in science, technology, engineering and math (STEM), without barriers.

Opportunity

SCWIST is seeking 1-2 resourceful and proactive volunteers in the role of "Career Fair Marketing Coordinator" to join our team. This is a 3-month term (from April 11, 2022 to June 30, 2022) with a total of 60 hours, based on an average commitment of 3-5 hours per week.

The marketing volunteers will work closely with our Communications Specialist and Director of Marketing to develop marketing materials to promote the annual SCWIST job fair. This volunteer position will have the opportunity to upgrade their skills in communications, writing, design, digital platform design, and more.

Responsibilities

The SCWIST Marketing Coordinator will provide the following services:

- Collaborate with the SCWIST Marketing team in the coordination, writing, publishing and promoting the job fair including to:
  - Create and manage the career fair communications schedule
  - Work together with SCWIST Communications Specialist to deliver postings on SCWIST’s social media accounts and channels, including Twitter, Instagram, Facebook, and LinkedIn
  - Work together with SCWIST Communications Specialist to develop promotional materials (newsletter announcements, exhibitor and participant handbooks and slide decks) by creating informational content, templating/storyboarding content, by designing the formats and editing using Wordpress template
  - Collaborate with the SCWIST webmaster on implementing website updates
  - Uphold cohesion and adherence to the SCWIST Brand guide, and ensure messaging aligns with the SCWIST vision, mission and values
- Collaborate with the SCWIST Events team and support other SCWIST teams in advocacy, fundraising, and community partnership activities to assist in the coordination and promotion of the job fair
- Provide feedback to improve SCWIST communications and events processes including communications strategy, events planning processes and virtual delivery formats
- Provide weekly progress reports in writing relating to the above services
- This role will report to the SCWIST Director of Business Development and will receive input from other SCWIST Board of Directors and project stakeholders

Skills and Qualifications

The successful candidate will possess many of the following skills. If in doubt, apply!

- Studying or graduate of a communications, marketing, digital media, business or other applicable post-secondary program
- Interest in gender equity and STEM programs, advocacy and impact
- Ability to write creative and compelling messaging to engage target audiences
- Excellent English communication skills, both verbal and written are required; French is an asset
- Proficient in using Wordpress, Google Suite, Canva, Slack, Gravity Forms, and Smart Sheets (dashboard)
- Demonstrated ability to use effectively the tools and techniques of social media platforms (Twitter, LinkedIn, Facebook, Instagram, etc)
- Strong ability to collaborate and work with people remotely using virtual event platforms
- Organized, detail oriented, self-motivated and with a strong work ethic
- Have a positive attitude and strive to be a productive, solution-focused member of the team

Term and Location

This is a volunteer position with expected commitment of approximately 20 hours per month (3-5 hours per week) and equivalent to 60 hours within the 3-month term. Target start date is April 11, 2022 with completion of the term expected to be June 30, 2022.

This position is ideal for someone located anywhere in Canada, since the work can be done remotely using virtual platforms.

How to Apply

Please complete a Volunteer Sign up application. Include a note indicating you are applying for “Career Fair Marketing Coordinator” role.

Applications will be reviewed as received with a closing date of April 10, 2022.

We encourage candidates of all backgrounds and diversity to apply including those with lived experience or otherwise who may not have the exact skills and qualifications noted above. Thank you for your interest in this opportunity to remove barriers for women and girls in STEM!