

MARKETING AND OPERATIONS SPECIALIST

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. Our members and community are most numerous in BC, and we have affiliates in Alberta, Manitoba, Quebec, and our online programs are across Canada. SCWIST promotes participation and advancement through education, networking, mentorship, collaborative partnerships and advocacy.

SCWIST Volunteers develop skills, gain valuable experience and expand their network. Come join us to contribute to program delivery and advocacy work to further SCWIST's vision of an environment where girls and women in Canada pursue their interest, education and careers in science, technology, engineering and math (STEM), without barriers.

Are you keen to strengthen SCWIST's marketing and brand? Do you want to join the SCWIST marketing team of volunteers?

Opportunity

SCWIST is seeking a dynamic and resourceful volunteer, "Marketing and Operations Specialist", to join our Communications Committee. The role reports to the Director of Communications and is a minimum 12-month term.

The **Marketing and Operations Specialist** will work closely with all members of the Marketing Committee to develop the foundation of the committee and ensure its smooth and efficient operations.

Key Responsibilities

- Provide day-to-day support to Marketing Director to ensure efficient and timely communication
- Maintain and update CRM on a weekly basis with incoming and outgoing communications
- Supervise and participate in the development of all communications and marketing content alongside Communications Coordinator and Editor-in-Chief
- Monitor and enforce all communications content for alignment with SCWIST's mission, vision values and brand guidelines
- Understand social metrics and work with Social Media Manager and Newsletter Editor-in-Chief to create monthly report on impact metrics

- Work with the Marketing Committee to promote events
- Consult with Marketing Director regarding current requirements and progress
- Participate in the Marketing Committee's monthly meetings and regular communications (email and Slack)

Skills and Qualifications

The successful candidate will possess many of the following skills or is willing to learn. When in doubt, apply!

- Studying or graduate of a Communications, Marketing, STEM or other applicable post-secondary program OR strong interest to pursue a career in a STEM related field
- Three to five years of experience in an administrative role
- Interest in gender equality and science, technology, engineering and mathematics policies and programs
- Excellent verbal and written communication skills, with copywriting and editing abilities
- Ability to adopt SCWIST's voice and brand guidelines
- Proficient in Salesforce, Hootsuite (including social media tools: Facebook, Instagram, Twitter, LinkedIn), Mailchimp, Slack and G Suite
- Strong ability to collaborate and work with people remotely
- Positive demeanor and strives to be a productive, solution-focused teammate

Term and Location

We anticipate this role to be about 5 hours per week. Given the training and onboarding time, we ask for at least a 1-year commitment.

This volunteer opportunity is ideal for someone anywhere in Canada, as it can be done remotely.

How to Apply

Please complete a volunteer application at: <https://scwist.ca/get-involved/volunteer/>. Include a note indicating you are applying for the “**Marketing and Operations Specialist**” role.

Applications will be reviewed as received with a closing date of April 31, 2022.

We encourage volunteers of all backgrounds and diversity to apply including those with lived experience or otherwise don't have the exact skills and qualifications noted above. We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the volunteer application or interview process, to perform crucial volunteer role functions, and to



receive other benefits and privileges of volunteering with SCWIST. Please contact us to request accommodation.

Thank you for your interest in this opportunity to remove barriers for women and girls in STEM!