

Mission of Elliott Student Union:

As the center of student life on campus, The Elliott Student Union (ESU) is a welcoming space that is dedicated to providing facilities, services, and programs while supporting educational life in an environment that creates community and enhances the campus experience.

Duties and Responsibilities:

- Fully support the ESU's mission and assist in executing it in different phases
- Create and curate engaging content while effectively utilizing the ESU and UBC's social media platforms to highlight students, events, services, partners, organizations, etc.
- Assist in administrative duties
- Schedule and coordinate marketing tables for the Elliott Student Union
- Create and update partnership databases
- Assist in planning and implementing traffic generating programs for the Elliott Student Union
- Help plan and coordinate the ESU and UBC's signature events such as The Union Experience, Union Birthday Bash, Holiday Market and Bowling with The Bests
- Collaborate with student organizations, Union partners, other offices and/or academic departments to enhance the student learning experience outside of the classroom
- Assist in developing and implementing a comprehensive marketing program for the Elliott Student Union
- Analyze and report ongoing market research to understand the needs, perceptions, preferences, and satisfaction levels with particular segments of the ESU
- Create content about students, staff and alumni within assigned area
- Develop and edit stories, press releases and other web content according to style and policy guidelines
- Work cooperatively and jointly to provide quality seamless customer service
- Helps fellow employees with their tasks, such as answering the phone and managing front line operations at the Information Desk, Union Bowling Center, The Mule Post, Union Cinema and more
- Work with other GAs and full-time staff to plan monthly and semesterly student employee trainings
- Supervise and schedule the Graphic Artists and Marketing Team
- Other duties as assigned

Qualifications:

- Bachelor's degree in Public Relations, Communications, Marketing or related field
- Minimum 3.0 undergraduate GPA
- Enrollment in graduate program

Preferred Skills:

- Attention to detail
- Communication skills, including oral, written, and/or nonverbal
- Ability to manage multiple concurrent projects and meet deadlines
- Solid understanding of the different social networks
- Efficiency at Google Suite

- Knowledge of a University environment
- Graphic Design, Photography and Video Production
- Maintain confidentiality

Special Working Conditions:

- On call/standby work required
- Irregular work hours (evening and weekends)
- May be responsible for assisting in opening/closing of facility during inclement weather
- Work in stressful conditions

Compensation:

- \$4,500 stipend per semester (minimum of 20 work hours per week is required)
- Tuition scholarship
- Parking permit
- On campus housing (If available)