**ENACTUS ST. LAWRENCE COLLEGE MARKETING DIRECTOR**

**LOCATION:** St. Lawrence College, Kingston Campus

**NUMBER OF POSITIONS:** One (1)

**HOURS:** Upwards of 500 hours in a single operating year (April 1st – March 31st)

**POSITION SUMMARY:**

The successful candidate will work directly with the General Manager, Operations Manager, Faculty Advisor(s), Enactus Canada staff, Enactus St. Lawrence College project leads, members and key stakeholders within the organization. Learning experiences may include exposure to general organizational functions, recruitment, leadership, team management, and more. The Marketing Director holds ultimate responsibility for the organisations marketing activities and oversees the development and delivery of a fully integrated marketing strategy for EnactusSLC.

**KEY RESPONSIBILITIES:**

* Development and implementation of the Brand strategy.
* Developing the marketing strategy for new and existing products
* Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
* Working closely with the company’s Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
* Guiding the day to day activities of the marketing team.
* Ensuring that the marketing objectives are implemented by the marketing team.
* Work closely with product management team to define marketing materials and programs.
* Manage social media presence and direct programs to improve social media reputation and recognition.
* Developing and delivering marketing and communications strategies for the organisation.
* Undertake continuous analysis of competitive environment and consumer trends

**SKILLS REQUIRED:**

* Leadership and empathy
* Excellent communication skills, both verbal and written
* Excellent computer skills with experience in Hootsuite, word processing, and spreadsheets
* Analytical with a great understanding of data and its importance
* Highly organized with great attention to detail
* Understanding of and the ability to demonstrate the principles of confidentiality, professionalism, confidence, and enthusiasm towards the College, its students, staff, and programs

**ADDITIONALLY PREFERED SKILLS/QUALIFICATIONS:**

* An interest and understanding of financial, food and environmental literacy and education
* An entrepreneurial approach with the ability to formulate solutions to complex problems
* Management/supervisory experience is an asset
* A focus towards community development and experience in this area

**TERMS & CONDITIONS:**

* Must be a student at St. Lawrence College between April 1st to March 31st the following year
* Student must be and remain in good academic standing
* Student must sign a confidentiality statement