

The role: Summer Marketing Coordinator (May-August)

Reports to: Manager, Marketing & Communications

Location: 419-A Phillip Street Waterloo (hybrid office/home model)

About Us:

Shad is a STEAM and entrepreneurship program for students in grades 10 and 11. During the immersive month-long program, students live on campus and participate in a real-world design challenge that prepares them to take on social and economic challenges. Shad's program is transformational and lifechanging, and many participants go on to innovate and start their own businesses. Shad has been running since 1980 and has more than 20,000 alumni.

About the role:

Are you a Marketing Coordinator eager to create new campaigns and implement clever social programs? Shad's 2022 program runs for the month of July and we need a marketing coordinator to help bring it to life. This position will be responsible for social media campaigns, blog posts, facilitate online engagement with volunteer Shad Ambassadors and generally help spread the word of our amazing program.

The ideal candidate is a post-secondary student or a recent graduate with a background in digital marketing. This person thrives under pressure and is able to manage multiple projects with overlapping schedules, while maintaining attention to detail.

Things you love:

- Drafting punchy, helpful and compelling content for digital, print and social
- Creatively think out-of-the-box to reach intended audiences
- Facilitate online engagement amongst our Shad Ambassadors on our Shad Discord Server
- Finding interesting angles to profile in ShadStories and drafting compelling blog posts
- Working independently and with a certain amount of ambiguity

Things you bring:

- Active on social media with an understanding of corporate social media strategies
- Exposure/experience to Google analytics and Google Ads
- Knowledge of PowerPoint
- Clear and concise communication skills
- Strong organizational and customer service skills
- An open and creative personality
- A keen eye for detail and copy editing
- Knowledge of running marketing campaigns and marketing automation
- Demonstrated experience in creating successful digital campaigns
- Inbound Marketing certification
- Active on social media with an understanding of corporate social media strategies
- Strong written skills with knowledge of comms strategies and experience with campaign writing

Bonus: French language skills an asset

Shad Canada values the diverse and intersecting identities of its participants and team members. We believe that equity and diversity is an integral part of the Shad community and are committed to accessibility for all. We look for applicants who embrace our values of equity, anti-racism and inclusion. As such, we encourage applications from candidates who have been historically disadvantaged and marginalized, including applicants who identify as First Nations, Métis and/or Inuit/Inuk, Black, racialized, a person with a disability, women and/or 2SLGBTQ+. All qualified candidates are encouraged to apply.

Interested applicants apply to hiring@shad.ca by May 6, 2022. Please include a cover letter along with your CV. We thank all applicants but only those selected for an interview will be contacted.

