



Internal Marketing Director

African Business Club - 2017/2018

Position Summary: The Internal Marketing Director will be involved in conceptualizing an effective and creative marketing strategy that appeals to club members, the UBC community (students, staff, and faculty) and beyond. He or She will also be responsible for creating and managing a marketing team that works towards developing content based on the approved strategy. For the Forum, the Internal Marketing Director will be required to execute major research on panel speakers and surface analysis of current affairs in the continent. Furthermore, he/she will be in charge of creating and distributing weekly newsletters which will include African current affairs as well as any update on the club, organizing key events that will promote the club such as info sessions or Bizweek at the beginning of the year, managing boothing responsibilities, blog posts on the websites, as well as updating social media platforms regularly.

Position reports to: The Internal Marketing Director will work closely with the African Business Club Co-Chairs as well as Panel Directors and the Logistics team.

Eligibility: All current Undergraduate and Graduate UBC students across faculties

Time Commitment: 5 – 10 hours a week. Including a mandatory weekly meeting. Time commitments will vary according to the needs of the club and proximity to the annual African Business Forum.

Responsibilities:

- Creating a detailed marketing plan outlining all marketing team activities
- Recruiting and managing a dedicated marketing team (Social Media Coordinator, Videographer, Bloggers, Photographers).
- Researching panel speakers and topics.
- Keeping up with current events and sharing with following members.
- Consistently posting content on social media channels (Facebook, Twitter, Instagram, LinkedIn) that is relevant and in sync with the overall Marketing strategy.
- Coordinating with photographers to receive content within 48 hours of all scheduled events (including pre-Forum and post-Forum).
- Keeping club members engaged by producing weekly newsletters and blog material to add on Website.
- Liaising with marketing (external) team, receiving constant updates on opportunities and networks.
- Co-Host, along with the External Marketing Director, an additional weekly meeting with Marketing team to discuss any updates.
- Attending weekly meetings to update the executive team.

Qualifications:

- Excellent time management skills
- Demonstrated ability in leadership
- Proven ability to work effectively within teams and independently
- Proven ability to be proactive and take initiative
- Proven ability to multitask and work under pressure
- Proven ability to complete tasks as and when due
- Advanced proficiency in Adobe Suite (InDesign, Illustrator, and Photoshop) is an asset
- Proficiency of Mailchimp or similar mass emailing software an asset

- Excellent communication (oral and written) skills
- Pre-established and broad professional network is an asset

Learning Outcomes:

- Team leadership experience
- Network with current business professionals, scholars, professors, aspiring entrepreneurs and leaders in global business
- Develop research, communication, critical thinking skills and ability to talk to distinguished speakers, students, faculty and members of different communities
- Internship opportunities and work placements possible
- Developing soft and hard skills
- Expanding knowledge of current African related issues and how they relate to business opportunities in Africa and in the world

How to apply: To apply, please send a resume and cover letter to operations.ubcab@gmail.com

Deadline for application:

For more information, please contact:

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