

MARKETING ASSISTANT (CO-OP)

UBC Continuing Professional Development, Faculty of Medicine

Company description

UBC Continuing Professional Development (UBC CPD) is a Division of the Faculty of Medicine at the University of British Columbia. We bring together a unique combination of educational expertise, innovation and research for the continuing professional development of health-care providers. UBC CPD is a leader in providing accredited high quality unbiased educational programming. Our services include conference and event management, accreditation, education, and research. We work as a team and promote a team environment.

UBC CPD: ubccpd.ca

What's New: ubccpd.ca/news

Description of the duties and responsibilities

This position helps to promote our outstanding educational programs for health-care providers across British Columbia and is responsible for supporting the creation of marketing tactics to reach our learners.

The digital marketing assistant is primarily responsible for supporting content creation and distribution via email and social media campaigns, including:

- Preparing email lists and correspondence
- Assisting with marketing of learning activities (e.g. designing posters, updating online calendars, updating Excel lists, posting on social media)
- Working with a mass email platform and creating HTML emails from templates
- Collecting, preparing, entering and analyzing data (qualitative and quantitative)
- Assisting with updating databases and CRM
- Assisting with preparation of marketing materials and artwork in accordance with our brand principles
- Reviewing social media analytics and preparing monthly social media reports
- Working with marketing partners and tracking engagement
- Assisting with marketing presentations and data visualization
- Assisting with online surveys, focus groups, market research, and usability testing
- Coordinating and participating in meetings (e.g. minute taking)

- Supporting the development and implementation of research activities
- Supporting the preparation of research reports and presentations
- Corresponding with internal stakeholders, project partners, and learners
- Performs other duties as assigned

The individual in this role helps to coordinate marketing and communication activities between UBC CPD teams and writes and manages content across online platforms. Some administrative support, including data analysis and reporting, is required.

This position reports to the Senior Manager, Digital Marketing, and works closely with the marketing and communications team on task assignments. Interacts with several team members across portfolios to support the promotion of events and programs.

Qualifications

- Registered post-secondary student in an area of marketing, communications or commerce and a Canadian Citizen or permanent resident or a protected person defined by the Immigration and Refugee Protection Act
- Understanding of marketing best practices
- Must be proficient in Microsoft Office and have basic skills for designing and managing digital content, including graphic assets and websites
- Graphic design skills and experience with Adobe Creative Suite, especially Illustrator and Photoshop
- Knowledge of web basics for editing (Wordpress, Drupal)
- Computer proficiency required: Microsoft Office Suite and Acrobat Creative Suite
- Writing skills with attention to accuracy, specifically for web and social media copy
- Data analysis skills
- Knowledge of social media analytics and scheduling platforms
- Knowledge of basic HTML and CSS for editing emails and webpages
- Aptitude for learning
- Ability to show initiative and judgment
- Self-motivated to work independently and in a collaborative environment

Compensation

- Hours per week: 35
- Hourly rate: \$22
- Desired start date: Tues., Sept. 6, 2022 (negotiable)
- Duration: 4 months (with possibility of extension)

Location

Location may be remote or in-person at UBC CPD depending on UBC guidelines (a combination of in office and remote may be available). The UBC CPD office is located at City Square, East Tower Suite 200, 555 W 12th Ave, Vancouver.

How to apply

Please send resume and cover letter to Marlena Cross, Senior Manager, Digital Marketing at [*marlena.c@ubc.ca*](mailto:marlena.c@ubc.ca).