



<b>Title of Position:</b>	E-Marketing Representative
<b>Hiring Manager:</b>	Director, Marketing
<b>Recruiter:</b>	Operations Functions Generalist, Human Resources
<b>Date Posted:</b>	March 16, 2011
<b>Send Application to:</b>	hr@utchinese.org

UTChinese Magazine is a leading not-for-profit Chinese student organization in Canada. Founded in Summer 2006 and based at the University of Toronto, our Mission is “to build the best platform for students to interact and to express themselves in relation to ideas, arts and culture, as well as to create the best value for their lives, their academic endeavors and their future careers”.

We are searching for enthusiastic, energetic, bold and decisive team players as E-Marketing Representatives. The main objective of this exciting and rewarding role is to promote our magazines, events and BBS using the Internet. The minimum work load is eight (8) hours per month.

### **Main Responsibilities**

- Search engine-oriented marketing
- Promote UTChinese publications and events on social network service (SNS) websites, including, among others, renren.com, facebook.com, and douban.com
- Conduct user surveys, competitor analysis, and SWOT analysis on functions and services provided by UTChinese website
- Work closely with Public Relations Department and Information Technology Department to ensure effective marketing via mailing lists
- Work closely with Sponsorship Department to seek sponsorship for UTChinese website and BBS, and to build and maintain active relationships with current and potential web advertisers and sponsors of UTChinese Magazine
- Ensure accuracy and synchronization of information posted on various websites
- Participate in *ad hoc* requests supporting departmental and organizational activities

### **Requirements**

- Daily access to the Internet
- Understanding in, and comfortable working with social media
- Innovative self-starter with the ability to work independently and be proactive
- Excellent written communication, time management, problem solving, and analytical skills
- Experience in marketing, especially in e-marketing is a strong asset
- Experience in sales (direct or inside sales) is a strong asset
- Knowledge of search engine optimization is a strong asset
- Demonstrated ability to manage confidentiality