



Title of Position: Marketing Representative
Hiring Manager: Director, Marketing
Recruiter: Operations Functions Generalist, Human Resources
Date Posted: March 16, 2011
Send Application to: 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 Marketing Representatives. The main objective of this exciting and rewarding role is to promote our magazines, events and BBS. The minimum work load is eight (8) hours per month.

Main Responsibilities

- Promote and distribute UTChinese publications (*UTChinese* and/or *WhoCares?* magazines)
- Promote UTChinese events and sell tickets if applicable
- Assist with the development of marketing strategies
- Conduct and analyze surveys for publications or events when necessary
- Collect and analyze feedbacks from audience
- Promote UTChinese Membership and recruit members
- Work closely with Sponsorship Department to provide demographic information to sponsors
- Work closely with Human Resources Department to assist with recruitment
- Participate in *ad hoc* requests supporting departmental and organizational activities

Requirements

- Innovative self-starter with the ability to work independently and be proactive
- Outstanding verbal and written communication, interpersonal, time management, problem solving, analytical and organizational skills with attention to detail
- Outstanding sales skills, both direct and inside sales
- Demonstrated creativity
- Experience in marketing is a strong asset
- Knowledge in graphic design is an asset
- Demonstrated ability to manage confidentiality