



Title of Position:	Media Relations Representative
Hiring Manager:	Deputy Director, Media Relations
Recruiter:	Support 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 Media Relations Representatives to our Media Relations function of Public Relations Department. The objective of this exciting and rewarding role is to establish and maintain good relationships with media. The estimated work load is eight (8) hours per week.

Main Responsibilities

- Establish and maintain good relationships with media organizations
- Contact media to promote UTChinese events and activities
- Invite media to attend UTChinese events and press conferences
- Provide media written press releases regarding UTChinese events and activities
- Collect and maintain contact information of media organizations
- Participate in *ad hoc* requests supporting departmental and organizational activities

Requirements

- Detail-oriented self-starter with the ability to work independently and be proactive
- Solid verbal and written communication skills
- Strong interpersonal, time management and organizational skills
- Experience with local Chinese media is a strong asset
- Proficiency in English is a strong asset
- Experience in marketing is an asset
- Experience in business negotiation is an asset
- Demonstrated ability to manage confidentiality