

Marketing Director

Job Description:

As a Marketing Director you will be managing the online & offline presence of TEDxUofT. The Marketing Director's role is to develop, strategize, implement and optimise TEDxUofT's digital marketing campaigns, working closely with the social media specialist, the design team, and the photographer.

Essential Duties and Responsibilities:

- Developing a marketing strategy by studying community online data that will enhance TEDxUofT's image and position within the university's community;
- Assist the Social Media Specialist in their work to optimise reach and engagement, and direct programs to improve social media reputation and recognition;
- Undertake continuous analysis of marketing reach via available data;
- Attend and participate in team meetings.

Qualifications:

- Excellent time management skills;
- Creative and Data driven;
- Deadline oriented;
- Productive, fast and detail-oriented;
- Excellent teamwork & leadership skills; and
- Love of the internet.

How to apply:

Please fill out the **TEDxUofT hiring form** [here](#) and email your cover letter and résumé to applications@tedxuoft.com by **June 30th, 2017**. Indicate the role you are applying for in the subject field.