

# MARKETING CONTENT CREATOR

## Role Description

**Number of positions available:** 2

**Experience level:** No previous JDC West experience required

**Reporting to:** Nicole Wickenberg, VP Marketing

## About JDC West

JDC West is the most prestigious undergraduate business competition in Western Canada, hosting 1,300 attendees and uniting over 600 delegates from twelve premier post-secondary institutions each year. Over the course of three days, students from British Columbia, Alberta, Saskatchewan, and Manitoba showcase their skills in the academic, athletic, debate, and challenge aspects of the competition. JDC West would not be possible without the support of over 200 volunteers and dozens of professional partners who bring this elaborate and multi-faceted competition to life.

Many volunteer opportunities are available to be a part of the competition. Volunteers must act impartial to any of the twelve competing teams. You may be ineligible to volunteer for certain positions if you are affiliated with any of the competing teams, such as, but not limited to: judging and/or coaching of the competitors; volunteering, attending, and/or donating to the team's charity causes; volunteering for Chillin' for Charity; being part of the executive team; participating or facilitating any of the programming offered by the competing teams; and more.

## Position Responsibilities:

- Create and share updates using content sources throughout the event weekend on the JDC West Facebook, Instagram and Twitter as feeds
  - o Examples of feed posts include: recap of each day (highlighting experiential content), informational post reminding our followers livestream links are available and where to find them, etc.
- Assist VP Marketing in creating and executing OC social media requests
- Monitor and repost eligible content posted by other stakeholders throughout the weekend
- Ensure that social media updates are aligned with the JDC West branding, tone, and voice to provide consistent information
- Communicate with media, delegates, sponsors, and other stakeholders through various online and offline channels

### Position Requirements:

- Strong Communication and organization skills
- Willingness to learn
- Experience with Canva and/or Adobe Suite (Illustrator and Photoshop)

### Volunteer Expectations:

Volunteers are expected to meet all of the following requirements:

1. Attend at least one training session; as well as any portfolio-specific training sessions.
2. Reply to emails and other methods of communication on a timely basis.
3. Be available for the full competition weekend, Friday (2:00 pm - 5:00 pm), Saturday (8:00 am - 5:00 pm; 8:00 pm - 11:00 pm), Sunday (8:00 am - 5:00 pm; 7:00 pm - 12:00 am).

