

MARKETING EVENT COVERAGE

Role Description

Number of positions available: 4

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:

- Accurately share live updates throughout the event weekend on the JDC West Facebook and Instagram story feature (some feed required)
- Ensure that social media updates are aligned with the JDC West branding, tone, and voice to provide consistent information
- Ensure you are capturing a little bit of each event and sharing screen time amongst the 11 competing schools to showcase a holistic picture of the competition
- Communicate with media, delegates, sponsors, and other stakeholders through various online and offline channels

Position Requirements:

- Strong communication and organization skills
- Willingness to learn
- Understanding of Instagram, Facebook, Twitter, and LinkedIn

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 weekend, Friday (2:00 pm - 10:00 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).
4. Attend events:
 - a. Friday: teams arriving, buffer zone, opening ceremonies, swag swap
 - b. Saturday: athletics, academics, debate, skit night
 - c. Sunday: athletics, academics, debate, Gala

