

## **TEDxUTSC Application: Lead of Marketing & Communications**

2019 Executive Team | Deadline: August 1<sup>st</sup>, 2018 at 11:59 PM

**Email all applications to [info@tedxutsc.com](mailto:info@tedxutsc.com) attaching your résumé and completed application (PDF format preferred). Please title the application file name as follows: “Position\_Name\_Application”. Please title the resume file name as follows: “Position\_Name\_Resume”. Thanks!**

TED is an internationally recognized symbol for ideas worth spreading and by applying to this position your fundamental task will be to embody that concept in all that you do. You will become a crucial member in one of the most zealous teams on campus as we work closely together to proudly represent the TEDx brand at UTSC.

You will have the exclusive experience in organizing one of the most influential events at this University as you collaborate with other idea generators such as yourself. We’re looking for someone who exudes confidence, dedication and above all, passion for the TED initiative. The unique qualities you bring to the team will help foster engagement within the UTSC community as you nurture ideas to life.

By joining the TEDxUTSC team, you are partaking in a long-lasting legacy—a mission to unite ideas worth spreading where *tomorrow is created*.

### Job Description

As the Lead of Marketing & Communications you will strategize, manage and oversee all outgoing marketing initiatives to successfully engage the TEDxUTSC audience. As part of the Leadership team, you will be involved in organization-wide decision making and aligning your team with the overall organizational goals. We are looking for a results-driven and motivating leader and someone who constantly thinks outside the box.

### Key Responsibilities:

- Create, coordinate and manage all marketing strategies and initiatives by implementing tactical campaigns through multiple channels
- Plan and wholly execute events prior to the conference to enhance student engagement and increase brand awareness of TEDxUTSC
- Lead and manage Director of Communications, Director of Design and Director of Events
- Measure the effectiveness of marketing campaigns and ensure alignment with preset targets and goals

Required Qualifications:

- Strong leadership and management skills
- Ability to translate a clear marketing objective into tangible results
- Excellent analytical and event planning skills
- Strong interpersonal and communication skills
- Previous director or senior leadership roles on a student group is an asset

**Tell us about yourself.**

<b>Contact</b>	Name: _____
	Email Address: _____
	Phone Number: _____
<b>Academics</b>	Program Study: _____
	Current Year of Study: _____
<b>Social Media</b>	Facebook: _____
	Twitter: _____

**Please list out any commitments (i.e. work terms, extra curricular, etc.) you may be involved in for the coming year (beginning April 2014) and the duration of each commitment:**

**Please answer the following questions to allow us to better assess your candidacy for this position:**

1. What enticed you to join TEDxUTSC? What aspirations would you have as Lead of Marketing & Communications? Please name one goal and be specific.
2. Please describe a situation in which you experienced conflict within a work environment. How did you resolve it?
3. Given your passion for marketing, please describe a recent scenario where you had to apply your knowledge in creating a campaign to increase awareness or drive a specific goal. What was the marketing objective and specific call to action? How did you engage the audience?

**\*\*Attach your resume along with your **complete** application and send it to [info@tedxutsc.com](mailto:info@tedxutsc.com). Successful candidates will be contacted to book a time slot in the first week of August.**