



Job Description

Students' Association Brand Ambassador

Reports To: Manager, Marketing

Mission: To create an environment that inspires a passion for student success.

Desired Results of the Position:

Contributes to the Students' Association (SA) strategic vision of creating a prideful and spirited campus while upholding the SA's professional image and respecting the impact its programming has on the Algonquin College community.

Nature and Scope:

The Brand Ambassador will help execute a well-rounded annual program of promotions that will help draw attention to the SA's social media, facilities and services. Reporting to the Marketing Manager, the incumbent is responsible for assisting in implementing promotional campaigns catered to Algonquin College students.

Job Duties:

- Build a brand presence on campus and foster dialogue with students.
- Execute marketing, promotions, and brand interactions to increase SA facility and service awareness.
- Assist with "out-of-the-box" marketing strategies on campus or via social media.
- Assist with creating and editing content for SA social channels (must be comfortable speaking on camera).
- Act as the face of the SA brand across social media channels.
- Distribute print material and promotional items across the Ottawa campus.
- Produce activity recaps of marketing efforts and assist with market research.
- Maintain ongoing internal documentation and reports.
- Analyze and apply improvements to the execution of promotions.
- Occasionally perform as the Algonquin Wolves Mascot at community appearances and Algonquin Wolves athletic and social events.
- Be informed about all SA facilities and services.
- Be available to work evenings, and weekends when needed.
- General duties as assigned.

Core Competencies:

- Enthusiastic with a positive attitude
- Comfortable interacting in group settings and approaching students
- Communication
- Teamwork
- Creative mindset
- Problem-Solving
- Accountability and Dependability

Qualifications:

- Current full-time Algonquin College student
- Experience in events and working in a team environment
- Knowledgeable in Microsoft Office
- Understanding of Social Media, primarily Facebook, Instagram, and TikTok
- Fluency in English

Compensation:

- This position is paid Ontario minimum wage (\$17.20)
- This position is a casual part-time position, approximately 5-10 hours a week as needed

Application Procedure:

Submit a cover letter and resume to:

Lauren Shepherd
Marketing Manager
shephel@algonquincollege.com

Application Deadline:

January 10, 2025
