



**SAIT Students' Association**

MC107 Stan Grad Centre

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Calgary, AB T2M 0L4

**Saitsa.com**

## Now Hiring

# Marketing Assistant, Gateway Events

## Overview

**Position Type:** Part-Time, Hourly

**Reports To:** Manager of Marketing & Communications AND Manager of Gateway Events

**Job Summary:** The Marketing & Communications Events Assistant serves as the vital link between Saitsa's Marketing department and the Gateway Events team. This role is centered on the coordination and promotion of entertainment events, such as concerts and comedy shows, with a focus on strategic marketing and budget management. The assistant ensures that event promotions are effective and financially adherent, optimizing the use of resources while maximizing event reach and engagement.

## Job Responsibilities

### Strategic Event Promotion:

- Serves as the primary liaison between the Marketing Team and the Gateway Events Team, ensuring cohesive promotional efforts across multiple venues.

- supports creative and designing elements of all aspects and needs of the Gateway Events department Develops and implements comprehensive marketing strategies for each event, targeting appropriate audiences and maximizing reach and engagement.
- Facilitates ongoing communication with the Gateway Events team to align on event objectives, updates, and promotional needs.
- Additional Tasks as assigned by manager

### **Content Creation and Distribution:**

- Designs and produces engaging promotional content tailored to specific events, including social media posts, email campaigns, and print media.
- Coordinates the distribution of promotional materials across various channels to ensure broad and effective reach.
- Maintains the integrity and consistency of Saitsa's branding across various promotional platforms and materials.

### **Logistics and On-Site Support:**

- Liaises with external venues and suppliers for effective logistical management for events.
- Provides on-site support during events, overseeing the implementation of promotional activities and ensuring brand consistency.

### **Financial Acumen:**

- Demonstrates proficiency in budget management, with a strong ability to track expenses and adhere to financial guidelines for each event.
- Skilled in cost analysis and forecasting, capable of optimizing spending while ensuring the quality and impact of event promotions.

- Experience with financial reporting and budget reconciliation post-event to ensure financial adherence and provide insights for future planning.

## **Qualifications**

- Currently pursuing or have completed a degree or diploma in Marketing, Graphic Design, Communications, or related field.
- Proven experience in graphic design and creating marketing materials; a portfolio may be requested.
- Strong organizational skills with the ability to manage multiple projects simultaneously and meet deadlines.
- Excellent communication and interpersonal skills, capable of working effectively with both internal teams and external partners.
- Proficiency in graphic design software (e.g., Adobe Creative Suite) and digital marketing tools.

## **Work Environment**

- Part-time role requiring flexibility with hours, including evenings and weekends to align with event schedules.
- Predominantly off-campus work at various event venues, with some in-office work for planning and coordination.
- Sitting, walking, lifting items of 25 lbs. + frequent reading and computer use.
- Collaborative and vibrant team atmosphere, with opportunities for professional growth in event marketing.