



THE ENGINEERING SOCIETY
OF QUEEN'S UNIVERSITY

The Engineering Society of Queen's University Presents...

EngLinks

Marketing Manager

Academics



EngLinks Marketing Manager Position Description

Purpose/ Main Goal:

Engineering is a very academically challenging and demanding program. The main goal of EngLinks is to help Queen's Engineering students overcome these academic challenges by providing guidance, study resources and connecting them with helpful upper years who are eager to assist and share their knowledge. As the EngLinks Marketing Manager, you would assist EngLinks in accomplishing this goal through communication and promotion of the incredible services and resources available to connect students with academic opportunities and help increase the client base across all years and disciplines.

More information about EngLinks can be found at: <https://englinks.ca/about-englinks/>

Job Description:

Working alongside the Workshop Manager, Business Manager and Head Manager, this role is responsible for helping EngLinks reach out to Queen's Engineers, so all it has to offer can be experienced by more students. The target audience is engineering students new to Queen's who are not familiar with the service. This is accomplished by producing effective communication and marketing materials to promote EngLinks' resources and workshops.

Responsibilities:

1. Create and manage a marketing plan.
2. Produce marketing and communication materials to promote resources and services to first year engineering students.

Time Commitment:

3 hours/ week.



Skills:

| Required | Gained |
|--|--|
| <ul style="list-style-type: none"> • Leadership • Organization • Time Management • Responsibility • Creativity • Technical skills (computer, social networks, etc.) • Good communication skills | <ul style="list-style-type: none"> • Time management • Project management • Logistical skills (Event Planning, Organization of people) • Develop connections within Engineering Society • Marketing skills. |

Daily Tasks:

- Answer emails.
- Inform Engineering community of upcoming workshops and resources.
- Manage the Facebook page and website.

Timeline:

- **Hiring:** Hired in March
- **Busy Periods:** Spring, during midterms and final season (e.g. November, December, February, April).

Meetings Attended:

| Meeting Name | Approximate Length | Frequency |
|--|--------------------|---|
| EngLink Manager and Coordinator Meetings | 1 hour | Biweekly **During exam and midterm season: weekly |



Incumbent Will Work With:

| Role | Involvement Summary |
|--------------------------|---|
| EngLinks Management Team | Establish action plans to accomplish goals. |

Past Incumbents:

| Name | Year(s) in Position | Email address |
|------------------|---------------------|----------------------------|
| Samantha Zareski | 2016-2017 | samantha.zareski@gmail.com |
| Erin Fuller | 2014-2015 | fullee1@mcmaster.ca |

If you're interested in *EngLinks Marketing Manager*, you may also be interested in...

- EngLinks Head Manager, Workshop Manager and Business Manager.
- Director of Academics
- Manager of Services (e.g. Tea Room, CEO, Clark).
- Marketing Coordinator of EngWeek, Movember and EngVents.
- Graphic Design Manager