**Marketing Assistant**

*Entrepreneurship Hub (eHub)*

**JOB DESCRIPTION**

The uOttawa *Entrepreneurship Hub* (eHub) is looking for a part-time Marketing Assistant to support marketing efforts required by various startups within our ecosystem. This role will be fulfilled VIA the Telfer School of Management’s CONNEXIONS program during the Spring / Summer 2020 term.

The Marketing Assistant’s responsibilities will include assisting in market research, lead generation, collateral development, content creation, social media management, website updates, and analytics reporting.

This work will be a critical factor to ensure a smooth transition for startup companies as they rethink their digital marketing strategies and online presence in the coming months.

This candidate will have a demonstrated history of working in a fast-paced environment while delivering multiple projects on time and with little to no errors.

**RESPONSIBILITIES AND DUTIES**

* Undertake daily administrative tasks to ensure the functionality and coordination of the various marketing activities
* Conduct market research
* Assist in lead qualification & lead generation activities
* Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
* Support the development and execution of digital campaigns
* Prepare and deliver promotional / marketing collateral
* Update the website as needed
* Produce content for the blog and social media accounts as needed

**SKILLS & COMPETENCIES**

* Student in marketing, communications, public relations, or related field, or any combination of related experience and training
* Good understanding marketing principles
* Ability to multi-task and adhere to deadlines
* Well organized with a customer-oriented approach
* Good knowledge of market research techniques and databases
* Excellent knowledge of MS Office and online applicable applications (CRM tools, Online analytics, Google Adwords, Hoot Suite, Sprout, etc.) is an asset
* Knowledge of Adobe Creative Suite (InDesign, Illustrator, etc.) is an asset
* Exquisite communication skills
* Must be able to work remotely