

# UBC RECREATION

## INTRAMURALS VOLUNTEER JOB POSTING

### DEPARTMENT

19/20 UBC Recreation Intramurals Digital Marketing Department

### DEPARTMENT SUMMARY

Lead the team responsible for the online content for all Intramural Events from Day of the Longboat to Storm the Wall. The Digital marketing team created strategic digital marketing plans, online promotional content, and provides social media coverage. From managing the Facebook events and ads, to creating engaging promotional social media content, to capturing captivating content during events to recognize our participants, this team wears many hats in supporting the Events team to promote and enhance their events. The Digital Marketing Director will lead a crew of five (5) Assistant Directors.

### AVAILABLE POSITIONS

Digital Marketing Director (1)

### POSITION TYPE

Volunteer

### APPLICATIONS CLOSE

Jan 27 2019 | 23:59

### TIME COMMITMENT

5-8 hours/week (Mar – Apr 2019) - if currently on Staff, this is above 18/19 commitments.

1-2 hours/week (April 2019 – August 2019)

15-20 hours/week (Sep 2019 through Apr 2020)

### CANDIDATE INTERVIEWS

Jan 28 – Feb 6 2019

### START DATE

Feb 28 2019

### REQUIRED DATES (all 2019 unless specified)

- \* *Specific time to be determined*
- \*\* *Specific date(s) & times to be determined*
- ^ *May not require all members to be in attendance*

Feb 28	Incoming Director Transition Meeting #1 (late evening)*
Mar 7	Incoming Director Transition Meeting #2 (late evening)*
Mar 11 – 13	Assistant Director Group Interviews**
Mar 14	Incoming Director Transition Meeting #3 (late evening)*
Mar 15 – 17	Assistant Director Interviews 1-1s (various times)*

Mar 21	Board Of Directors Meeting*
Apr 7	19/20 Full Staff Meeting*
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Aug 28 – 30	Directors Retreat (overnight)*
Sep 3 – 6	Imagine Day / Blue Wave & Welcome Back to Intramurals BBQ*
Sep 7 – 8	Full Staff Retreat (overnight)
Nov 30	Intramurals Winter Banquet**
Jan 2020	Full Staff Welcome Back Retreat**
Jan 2020	UBC Student Leadership Conference **^
Mar/Apr 2020	20/21 Assistant Director Hiring**
Apr 2020	Intramurals Spring Banquet**

**Mondays 7-8:30 pm from Sep 2019 to Mar 2020: Board of Directors Meetings (bi-weekly)**

### **INTRAMURAL PROGRAMMING ATTENDANCE REQUIREMENT**

*Please note the dates below highlight only the major projects where the Digital Marketing team is expected to be available. Additional dates and attendance requirements will be discussed with the successful candidate.*

Sep 28 – 29 2019	Day of the Longboat *^
Nov 3 2019 - TBD	NEW RUN VAN Partnership Event *^
Mar 7 2020	UBC TriDu *^
Mar 16 – 25 2020	Storm the Wall *^
Apr 2020	UBC Recreation Intramurals Hall of Fame **

**In order to be a part of the 19/20 Director team, all applicants MUST be available for the above dates and times (unless marked with “^”)**

*Please note that the Digital Marketing department is expected to be available specifically around the execution of campaigns for major intramural events and programs including, but not limited to; Imagine Day, Day of the Longboat, Lace Up for Kids, UBC Triathlon, and Storm the Wall. When appropriate, this may require adjustment of academic commitments to ensure both adequate time to both studies and Intramural program responsibilities. It is an expectation that hours will be a combination of daytime, evenings, as well as weekends.*

### **OVERVIEW OF RESPONSIBILITIES**

The Digital Marketing Director has a range of responsibilities. This individual will be responsible for managing and developing a team of Assistant Directors, managing the team’s online content calendar for blog and social media platforms, online content strategy as well as social media coverage of intramural events. Specific duties of the Director will include, but not be limited to:

- Lead, develop, and coordinate a staff of five (5) assistant directors, including but not limited to their hiring, training, evaluating, and managing in the delivery of digital marketing responsibilities.
- Management of Digital Marketing plan and lead the execution of initiatives to promote registration and participation in Intramural Events including but not limited to Day of the LongBoat, Pumpkin Run, Water Wars, UBC Triathlon Duathlon, and Storm the Wall.
  - Develop and coordinate an online content strategy for each Intramural Event

- Oversee creation and coordination of online promotional content
- Oversee creation and coordination of paid social media content
- Oversee development and execution of promotional videos
- Coordinate and execution of online intramural event coverage
  - Develop and coordinate a coverage strategy and plan for each Intramural Event
  - Oversee execution of social media and website content
- Management and Development of Social Media content and platforms.
  - Organize and manage social media communications for Intramural Events
  - Management of Facebook event listings for all UBC Recreation Intramural Event programs
- Contribute to digital analytics tracking and reporting.
- Leading weekly department meetings and additional meetings leading up to events
- Attend weekly Director's meetings and bi-weekly Board of Directors meetings

### **SUPERVISION RECEIVED**

This position has a dual professional staff report

- UBC Recreation Marketing & Communications Coordinator, Recreation
- Intramurals Manager

At times, additional supervision will be provided by other UBC Recreation professional staff and for matters pertaining to Human Resources & Personnel, all Intramural Student Volunteers will receive additional supervision from the UBC Intramural Program Manager.

### **SUPERVISION EXERCISED**

This position directly manages 5 Assistant Directors.

In some cases will oversee/co-manage staff specific to events execution.

### **QUALIFICATIONS**

Education and Experience

- Current UBC Student ~ required
- Currently enrolled (current semester) and in good academic standing (previous semester & cumulative average) at UBC Vancouver Point Grey Campus.
- Experience and ability to work, address, and engage large groups.
- Background and previous experience with UBC Recreation and/or business relations, partnerships and sponsorships are assets.
- Background and previous experience with social media management, blogging, communications and/or digital marketing are assets.
- Current First Aid and CPR/AED certification ~ asset

Knowledge, Skills, Ability

- Strong interpersonal, conflict resolution and problem solving skills
- Enthusiastic, organized and responsible
- Experience and willingness to learn and teach others
- Team Leadership and delegation
- Strong communication skills written and oral
- Enthusiasm and willingness to embark on new initiatives
- Ability to work and perform under minimal supervision
- Task oriented and reliable

- Organized, detail oriented & ability to multi-task
- Previous experience with social media marketing and web/blog editing (WordPress) platforms ~ asset
- Previous experience with HTML or CSS is an asset
- Previous experience in video creation (any platform) is an asset
- Previous experience with Microsoft Excel, and Word ~ asset
- Previous experience in UBC Recreation Intramural program (participant or other) an asset

### **ANTICIPATED LEARNING OUTCOMES**

By Apr 30, 2020, the Director of the Digital Marketing team will have gained experience in:

- Digital marketing strategy and project management
- Professional social media management
- Content marketing strategy, creation, and management
- Paid social media content creation and management
- Digital analytics collection
- Staff productivity and job satisfaction
- Project administrative oversight & management
- Performance assessment and goal setting
- Influential leadership and project management
- Administrative aspect of working in a large volunteer-based organization
- Staff recruitment, selection, and training
- Public speaking & organizational development

### **APPLICATION SUBMISSION**

All applicants must submit a Cover Letter and Resume, applicants not completing this will not be considered.

#### **Applications should be addressed to:**

Ally Anderson  
Coordinator, Marketing & Communications  
UBC Recreation

Applications are to be submitted [here](#).

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**QUESTIONS?** Please contact the Program Development Team – [im.prod@ubc.ca](mailto:im.prod@ubc.ca)