



Job Description Guide

Create a strong job description

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UBC SAUDER
SCHOOL OF BUSINESS

Job Description Guide

Increase your application rates by writing engaging job descriptions that directly target students and alumni. Use the tips below to attract the most relevant and qualified applicants.

Title

Digital Marketing Strategist (Internship)

- Students are attracted to job titles that are reflective of the responsibilities in the role so they can leverage it on their resume for future opportunities

About Our Company

Our Company is built on a foundation of positive relationships with our people and our clients. Each day, we rely on our professionals to provide exceptional service, and help our clients by providing advice and insight they can trust. In turn, we offer an environment that fosters a people-first culture with a high priority on your personal and professional growth.

- Include your mission/vision or values in the company description

About the role

In this role, you'll tap into your strategic thinking skills to help us zero in on the most valuable target markets, and then uniquely position our products/services into them. You'll leverage your exceptional communication skills and design talents to envision and produce content assets that resonate with, and engage, our client base. With our support, you'll effectively manage social media platforms to tell the world about all things *Our Company*.

- How will this role contribute to the candidate's professional growth and help your organization to implement its vision?
- How will you support the student?
- Make sure to include job location

This is a full time position based out of our Vancouver office. This is a remote/ not a remote position.

Responsibilities

- Set specific marketing goals and KPIs
- Design and implement marketing strategies
- Develop digital campaigns to increase web traffic
- Analyze sales and marketing metrics
- Forecast market trends
- Research market and forecast market trends and opportunities
- Ensure brand consistency through all marketing channels
- Use customer feedback to ensure client satisfaction

- List of items for easier reading in order of importance
- Keep it short and clear
- Use relevant industry terms
- Use other job description templates for relevant responsibilities
- Use gender-neutral language
- Start sentences with verbs

Education and Experience

- Currently working towards a degree/diploma, focused in marketing
- Knowledge of marketing strategies and current best practices
- Previous experience in marketing (internship or co-op) is preferable
- Strong verbal and written communication skills
- Ability to translate complex research into common language
- Proficiency with word processing, spreadsheet and presentation software
- Aptitude with various social media platforms as well as the data tracking tools associated with them
- Familiarity with consumer psychology and buying habits
- Ability to quickly learn and process information

- Focus on competence, not years of experience
- Mark previous experience (internship or co-op as preferable rather than required to increase the number of candidates)
- Include hard and soft skills
- Keep it concise

Why Our Company?

Our Company is committed to providing an environment where you can thrive as an individual and professional:

- Modern office in the heart of Vancouver - exposed brick, stunning water view will inspire you every day
- Networking opportunities - meet the industry leaders through our internal and external networking events
- Amazing team - get to work with young, motivated and passionate people united by the common vision and values
- Impact your community through our community support initiatives

- What are some additional perks/benefits/opportunities for the student?

Check out our website for more information about what we do and why we do it: ourcompany.com

- Make sure to include your website and contact information

We're here to help.

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