

Manager, Student Outreach

As Manager, Student Outreach you are responsible for leading a team of associates that execute on our student marketing strategy. You will develop these strategies and resulting campaigns to expand Start Proud's presence on campuses across Canada and drive event and conference attendance. You will accomplish this by working with marketing managers to develop the collateral you require and supporting your team in delivery.

Core Responsibilities

- Oversee a team of associates responsible for outreach on campuses across Canada.
- Work with other managers in the marketing team to ensure your associates have the materials they need to execute on campaign plans.
- Serve as an advisor to organization executives and Vice Presidents to develop our national student outreach strategy.
- Oversee the national ambassador program, ensuring proper incentives and tracking is in place so that the program able to be effective at recruiting students for Start Proud's events and conferences.

Commitment

- ~5-10 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.
- Frequent attendance at cross-functional team meetings to represent Student Outreach marketing perspectives.

Reports to

- Vice President, Marketing

Direct Reports

- Associate, STEM/Arts Programs
- Associate, Law Programs
- Associate, Business Programs
- Associate, Graduate Programs