



YOUNG WOMEN  
in BUSINESS

# YWIB National

## Marketing Associate

### POSITION IDENTIFICATION

**Position Title:** Marketing Associate – YWiB National Team  
**Unit:** Marketing & Communications  
**Reports to:** Director of Marketing & Comm

### POSITION SUMMARY

We want to leverage the Young Women in Business (YWIB) brand and reputation to help us strengthen our existing relationships and build new ones. We're eager to shape lasting relationships with our members, chapters and communities through multiple channels.

The **Marketing Associate** will work closely with our Director of Marketing & Communications in overseeing all YWiB marketing initiatives. This includes communicating with all existing chapters, creating resources as well as overseeing the training and support of chapter marketing portfolios.

### WE'RE LOOKING FOR YOU:

You are passionate about creating strong brand content for various mediums and platforms. You are excited to connect with and mentor others and are happy to provide advice and suggestions. You're happy to be a support and resource and are invested in professional development for young women across Canada.

### WORK PERFORMED

- Serve as the first point of contact for all city and university chapter marketing requests, questions, and concerns.
- Work with the Director of Marketing & Communications to develop and execute an internal (includes National, city and university chapter executives and members) and external (includes sponsors, partners, potential members, and the public at large) marketing strategy to address both National and chapter-specific needs, effectively enhancing YWiB's image and position across Canada.
- Support the Director of Marketing & Communications in developing and training chapter executives as well as providing support and resources to chapters across Canada.
- Assist Communications Associate with managing and maintaining social media accounts including content creation.
- Assist in compiling metrics and measurable data points:
  - To understand marketing platforms and campaign performances and adjusting content and tactics as necessary.
  - To understand social media platforms performance and adjust content and tactics as necessary.
- Assist the Director of Marketing & Communications to develop and document marketing processes and resources to help chapters with marketing initiatives and platforms.
- Assist in ensuring that all marketing (both digital and print) pushed out by chapters meets YWiB brand and marketing guidelines.
- Assist in ensuring that any National-level sponsorship marketing obligations are appropriately fulfilled.

- Support the Director of Marketing to identify, pursue and negotiate marketing partnerships and relationships with potential community partners.
- Act as an ambassador for YWiB, addressing inquiries and concerns from external stakeholders with professionalism and tact.
- Attend monthly meetings including but not limited to:
  - YWiB National team.
  - All chapter presidents.
  - YWiB National Marketing & Communications team.

#### **QUALIFICATIONS**

- Post-secondary degree in Communications and/or Marketing, either in progress or completed.
- 1-3 years of volunteer or work experience preferred.
- Demonstrated experience developing and executing a marketing strategy.
- Demonstrated experience with social media.
- Demonstrated competencies in content development, measurement, online engagement, and SEO preferred. (Including: Google Analytics, Google Search Console, LinkedIn, Facebook, Twitter, Instagram, Hootsuite, SmarterQueue)
- Experience with digital marketing and online systems such as Google Ads, Facebook Ads, Instagram Ads preferred.
- Excellent verbal and written communication skills with exceptional attention to detail.
- Highly organized, a self-starter, ability to priority and multitask.
- Love working with people and meeting deadlines.
- Have a go-getter attitude.

#### **HOW TO APPLY**

This is a volunteer position where the time commitment will vary depending on current projects from to 2 to 6 hours per week including monthly meetings. Please submit a resume to [national.hr@ywib.ca](mailto:national.hr@ywib.ca) with the subject line “Marketing Associate – Your Name”