

**Job Title:** UPEI Student Media Coordinator

**Job Location: Virtual & Remote** The majority of our work is now done online via email/ Google sheets/ and phone/zoom. Potential In-Person meetings with local clients. (Part-Time & Full Time available – summer too)

**NOTE:** We have campaigns running at every major campus.

- Grad Media was established in 1995.
- Involved in advertising, print media, promotional events, and online marketing.
- Our staff consists of primarily, undergraduate and graduate students.

## **Media Coordinator: Job / Internship Duties...**

- The position involves working closely with us to coordinate our unique student media campaigns. Chat with our clients and potential student-oriented business clients (Located near major University Campuses).
- Communicate your student experience, student knowledge, student culture, latest trends and excite our clients/potential clients about how they can connect with new and returning students with our awesome campaigns.

Here are the main campaigns our student Media Coordinator's and grads are working on:

- **Campus Connect:** We have different social media campaigns designed to connect businesses to student audiences via social media tools like Influencer business walk-throughs, student group posting, short-vids and posts.
- **Digital Services:** Website Building, Social Media Campaigns, Video Production, SEO, & more
- **Student Promo Campaigns** – Student Promo Card, U Scratch, Student Planners, and custom experiential campaigns. *Swag Bags* - no-cost branded promo material giveaways.

Daily communication required with our clients, previous clients, and potential clients via email, messenger, and phone. Our Media Coordinator's are encouraged to speak openly and creatively with our student business clients. Show them how our student media campaigns & digital services can connect our clients to students

Account management duties include the following: Updating our shared Google documents, email writing, follow-up calls, and some customer service.

**Social Media Skills:** Campus Connect is a big focus this summer and we need student's who can communicate the effectiveness of social media to clients for connecting with students. In addition, we have production budgets for Media Coordinators who would like to actually work on campaigns part time/casually during the year. Creating content, doing group posts, planning campaigns, etc

We provide full zoom training and work closely with our Student Media Coordinator ensuring our students and recent grads are learning key lessons in all areas of marketing, communications, media, account management, campaign development & more.

**Compensation:**

Pay Rate: \$1300 /1-2 week Projects: Average completion time: 2 weeks at Full-Time capacity. Part-Time minimum 15-20hrs Mon-Fri - can complete 1-2 projects monthly on a part-time basis. We have continuous projects available for Coordinators.

Available Seasons: ALL

(We have Part-Time and Full Time available). NOTE: Production budgets available for our Coordinators too, if qualified to work on various media campaigns or provide certain services, i.e Design, social media, etc.

**Applicant Requirements:**

- Enrolled in University or college, or recently graduated.
- Strong command of the English language.
- Access to phone and email
- Familiarity with Social Media and current trends

**Skills We Like...**

- Organizational – Being able to manage multiple tasks to reach project objectives.
- Time Management – Implementing proper timelines and alerts for essential client communication and campaign goals.
- Communication – Written & Verbal. Being able to have your student's voice heard through email, messenger, phone, and potentially in-person communication with clients.
- Research Skills – Being proficient with online research via social media and Google.

**HOW TO APPLY?**

Email resume & Availability – list Media Coordinator and campus in the subject:  
**hr@gradmedia.org**