Position Title: Program Assistant  
Hiring Unit: Bensadoun School of Retail Management  
Hours: 10 to 15 hours a week on average  
Hourly Wage: $14.25  
Duration: October 2018 to April 2019  
Date of Posting: Oct. 9, 2018  
Deadline to Apply: Friday, October 12, 2018  

Job Summary  
Under the direction of the Marketing Officer for the Bensadoun School of Retail Management, the incumbent will assist with event planning and play a key role in implementing the strategic marketing and communications plan of the School. This includes generating marketing documentations and implementing the online community strategy.

Main Duties & Responsibilities

- Assist in implementing creative multichannel marketing campaigns to drive awareness and enrolment in the School’s various courses, programs and events, including content strategies, social media initiatives, email campaign, advertising and strategic events;  
- Write blog posts, emails and other communications materials for print and web;  
- Play a supporting role in the School’s social media presence and implement content strategy on various social platforms for the School  
- Assist in event planning and participate on site activities, such as Case Conferences and Academic Conferences hosted by the School  
- Provide clerical support to the Programs Officer, as required

Minimum Education and Experience Required

Minimum enrolment in U2 of the McGill University BCom Degree program, with a concentration in Retail and/or a major or concentration in Marketing. Basic knowledge in computer design software and content management systems (HTML programming, Adobe Suite, social media platforms); strong critical thinking capabilities.

Other Qualifying Skills & Abilities

Ability to prioritize and multi-task; strong organizational skills, reliable, self-motivated with an ability to work autonomously and with others in a team. Must be client-focused and service-oriented; strong desire to work in an entrepreneurial educational environment. English (spoken and written), french (spoken and written) an asset.

HOW TO APPLY
Please submit your cover letter and curriculum vitae, clearly indicating the position title, to the Bensadoun School of Retail Management at bsrm@mcgill.ca