



Position Title: Student Marketing Coordinator

Department: Ancillary Services – StFX Hotel, X-Ring Store, and Conference Services

Position Type: 35 hours/week

Location: St. Francis Xavier University, Antigonish, NS

Hours: Flexible; some evening and weekend availability required

Position Overview:

StFX Ancillary Services is seeking a creative and motivated Student Marketing Coordinator to support the marketing and promotional efforts for the StFX Hotel, X-Ring Store, and Conference Services. This dynamic role will help increase brand visibility, drive revenue, and promote StFX as a destination for events and tourism.

Key Responsibilities:

- **Marketing Strategy & Campaigns:** Develop and execute creative advertising campaigns that align with departmental goals and target audiences.
- **Social Media Management:** Manage and schedule engaging content across multiple platforms (e.g., Instagram, Facebook) to promote services and events.
- **Content Creation & Event Coverage:** Assist in creating high-quality promotional materials, including photos and videos, and support live coverage of events hosted by Conference Services.
- **Market Research & Analysis:** Analyze marketing needs and trends to recommend new strategies that enhance brand recognition and engagement.
- **Community & Business Collaboration:** Work with local businesses to promote Antigonish as a destination and assist in securing sponsorships for the StFX Auxiliary Rink and branded StFX Bus.
- **Administrative & Coordination Tasks:** Assist with organizing marketing materials, tracking performance metrics, and supporting the delivery of promotional campaigns.

Qualifications:

- Enrolled as a current student at StFX University, Marketing Major preferred
- Passion for marketing, communications, or event management
- Strong written and verbal communication skills
- Experience with social media platforms and basic content creation (Canva, Adobe Suite, etc.)
- Ability to work independently and in a team environment
- Flexible schedule, including availability for some evenings and weekends
- Photography/videography experience considered an asset

What You'll Gain:

- Hands-on marketing and event experience
- Portfolio content (ads, campaigns, social media, photography/video)
- Collaboration with local businesses and sponsorship exposure
- Professional development in branding, communications, and marketing strategy

Applications will be received **until May 2, 2025**. To apply please submit a letter of application and a resume to **Mark Chisholm, Sales & Marketing Associate, at mchishol@stfx.ca**. Only those selected for an interview will be contacted.