



Living Your Fullest Every Day

# FALL 2024 RECRUITMENT

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*SFU LYFE is a student-run platform dedicated to providing SFU students with unique opportunities for growth and personal/professional development. Through social and career events, as well as projects such as our blog and podcast, SFU LYFE strives to empower, uplift, and support students in living more purpose-driven lives and having fun while making meaningful connections!*

SFU LYFE is recruiting for the Fall 2024 semester! We are looking for motivated and proactive individuals who are ready to grow and contribute to meaningful initiatives. We welcome students from all walks of life!

## **Instruction:**

1. Review the position descriptions below, and
2. Submit your application before **Sunday, September 29th, 11:59 PM PST.**

## **Recruiting Positions:**

- VP Marketing
- Marketing Coordinator (2)
- Event Coordinator (2)

***Time commitment: 2-3 hrs/wk***

***Duration: 8 months (Fall 2024 - Spring 2025)***

*If you have any questions or inquiries regarding the application process, please email Aaron Fung (President) at [sfulyfe@gmail.com](mailto:sfulyfe@gmail.com)*

**APPLY HERE : <https://sfulyfe.com/hiring/>**



# Vice President of Marketing

## About Us

*SFU LYFE is a student-run platform dedicated to providing SFU students with unique opportunities for growth and development. We strive empower students to act with purpose and achieve their goals through our events, workshops, and projects that help you learn and connect with others!*

## Role Description

The VP of Marketing will manage the visual branding and social media accounts of SFU LYFE, ensuring consistency across all promotional materials.

## Key Responsibilities

- Develop and implement marketing ideas to promote the club's events and projects
- Produce compelling written/visual content and conduct basic graphic design to prepare marketing materials
- Manage club social media accounts and respond to messages in a timely manner
- Take photos and videos at LYFE events for archival and promotional purposes
- Support the VP of Internal Relations to ensure the Monthly Newsletter and blog are consistent with all other promotional materials
- Attend and contribute to weekly board meetings
- Regularly communicate, participate, and provide updates to the team on Discord
- Support and participate in all of LYFE's initiatives (i.e. meetings, events, projects)

## Preferred Skills & Qualifications

- Familiarity with using design platforms (e.g. Canva, Adobe Photoshop, Illustrator) is an asset
- Strong understanding of social media platforms (e.g. Instagram, Discord, Facebook)
- Creative, works well with others and independently
- Experience using email marketing platforms (e.g. Mailchimp) and web management tools (e.g. WordPress) is an asset, but not required

**Open Position(s): 1**

**Weekly commitment: 2-3 hrs/wk**

**Duration: Fall 2024 to Spring 2025**

**Application deadline: Sunday, September 29th, 2024 at 11:59 PM PST**



# Marketing Coordinator

## About Us

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## Role Description

The Marketing Coordinators will work with the VP of Marketing to contribute to the development of our social media accounts through branding, promotion, and graphic design.

## Key Responsibilities

- Create designs and write engaging captions for social media posts
- Ensure posts designs are professional and consistent with the club brand
- Regularly keep social media accounts active (e.g. Instagram and Facebook) by responding to messages and posting
- Take photos and videos at LYFE events for archival and promotional purposes
- Report to the VP of Marketing for updates on marketing deliverables
- Attend and contribute to weekly board meetings
- Regularly communicate, participate, and provide updates to the team on Discord
- Support and participate in all of LYFE's initiatives (i.e. meetings, events, projects)

## Preferred Skills/Characteristics

- Strong verbal and written communication skills
- Self-motivated and strong time management skills
- Creative, team-player that can also work independently
- Strong understanding of social media platforms (e.g. Instagram, Discord, Facebook)
- Experience in digital marketing (e.g. Adobe Photoshop, Illustrator, Canva) is an asset

**Open Position(s): 2**

**Weekly commitment: 2-3 hrs/wk**

**Duration: Fall 2024 to Spring 2025**

**Application deadline: Sunday, September 29th, 2024 at 11:59 PM PST**



# Events Coordinator

## About Us

*SFU LYFE is a student-run platform dedicated to providing SFU students with unique opportunities for growth and development. We strive empower students to act with purpose and achieve their goals through our events, workshops, and projects that help you learn and connect with others!*

## Role Description

The Events Coordinators will work with the VP of Events and each other to plan, organize and host networking events, guest speaker workshops, or other events that align with our mission and values.

## Key Responsibilities

- Create detailed event itineraries and logistical outlines for upcoming events
- Research, initiate conversations, and liaise with potential partners for future events through email and in person
- Propose and share new event ideas and themes
- Report to the VP of Events for updates on event deliverables
- Attend and contribute to weekly board meetings
- Regularly communicate, participate, and provide updates to the team on Discord
- Support and participate in all of LYFE's initiatives (i.e. meetings, events, projects)

## Preferred Skills & Qualifications

- Creative, team-player that can also work independently
- Ability to multi-task and meet deadlines
- Strong problem solving and communication skills
- Experience organizing and planning events is an asset
- Strong time-management skills

**Open Position(s): 2**

**Weekly commitment: 2-3 hrs/wk**

**Duration: Fall 2024 to Spring 2025**

**Application deadline: Sunday, September 29th, 2024 at 11:59 PM PST**