
Staff Vacancy: Marketing Lead, NASA Space Apps

Running annually since 2012, NASA's International Space Apps Challenge brings coders, designers, entrepreneurs and makers together from across the globe to take on a series of challenges developed by NASA. Last year, over 29,000 participants at more than 225 events in 71 countries developed and submitted projects over hackathon weekend. During an intense 48-hour period, teams form and produce solutions that leverage NASA's extensive spacecraft, celestial, and science dataset. **This year's NASA Space Apps will take place from October 7-8, 2023.**

The Marketing Lead will be responsible for managing the SEDS Canada Social Media posts for NASA Space Apps, graphics and video, and our marketing strategy. Additionally, the individual will edit and write/manage website articles to keep the public updated on speakers, topics and space news. The Marketing Lead works closely with the webmaster, SEDS Canada Media team and SEDS Canada graphic designer. The Marketing Lead works under the leadership of the National Coordinator and Events Chair.

While knowledge of Advertising, video editing, graphic design, copywriting, and content creation are assets, the Marketing Lead should be passionate about space and modern technology, and able to work remotely with little supervision. The Marketing Lead should also be a clear communicator with the ability to lead.

Primary duties:

- Edit and write/manage articles for the website and social media copy
- Create and oversee media posting schedule
- Ensure all SEDS media is in compliance with content and design expectations
- Experience or willingness to learn to work with the Adobe Suite (Photoshop, InDesign, Illustrator, PremierPro).
- Basic knowledge of HTML/JavaScript/Web Development, or willingness to learn, is an asset
- Proficiency in English; French an asset, but not required

Requirements:

- Time: 4-6 hours/week (even more within a month of the event)
- Self-motivated & independent
- Background in media or marketing preferred
- Experience event planning preferred

This is an unpaid volunteer position. Prior experience in project management is an asset, but not necessary, just a willingness to gain experience and learn!

Apply today by filling out an online form at bit.ly/apply2seds, and we'll get back to you to set up an interview.