

Staff Vacancy: Conference Marketing Lead

One objective of Students for the Exploration and Development of Space (SEDS) Canada is to provide resources for students and young professionals to stay updated on current events and opportunities in Canada's space industry. Given that the ideal way to do this is through online content, we are seeking a Marketing Manager to lead the media sub team on our Canadian Space Conference team.

Each year, Students for the Exploration of Space (SEDS) Canada hosts a conference to bring students and professionals together for a weekend oriented around space. The Canadian Space Conference takes place over 2-3 days, and speakers of various backgrounds are invited to partake in discussion and share their experiences in the space industry. The conference will take place over a weekend in early 2027, and a concise schedule will be implemented to transition between speakers, networking events, and more.

The Marketing Lead will be responsible for managing the SEDS Canada Social Media posts for the Canadian Space Conference, the event 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 leads our marketing team including the conference graphic designer, web developer, and video content creator. 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 Conference Lead 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 a small team.

Primary duties:

- Edit and write/manage articles for the website and social media copy
- Create and oversee media posting schedule
- Work closely with Events Chair, VP External, Social Media Manager, and Graphics Designer to 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).
- Assist Webmaster in seds.ca core website maintenance relating to the conference when necessary
- 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

While event promotion experience is an asset, the most important fulfillment is a willingness to learn in a fast-paced and professional environment. This is an unpaid volunteer position.

Apply today by filling out the form at bit.ly/apply2seds, and we'll get back to you before the end of the application window.