

TRSM Business Career Hub SEO & Analytics Facilitator

Position Description:

The Business Career Hub (BCH) located at the Ted Rogers School of Management (TRSM) provides customized approaches to supporting TRSM students along their path to meaningful careers. All career development opportunities are tailored to each student's individual needs and program specialization.

The SEO & Analytics Bootcamps are to introduce the branding process from strategy to development including brand guidelines and planning for growth. The role of the SEO & Analytics Facilitator will be to develop and lead students in classroom-based bootcamps to allow TRSM students to meet the competency requirements in the job market today. The facilitator's role will also include working closely with BCH staff to coordinate logistics of each bootcamp.

Responsibilities:

- Develop and deliver approved material for students on use and functionality of Branding practices in the workplace
- Support the research and development of SEO & Analytics contents
- Create supporting materials such as workbooks and presentations
- Work closely with the BCH staff coordinator to finalize logistics of each bootcamp
- Handle all attendee-related administrative matters prior to, during, and immediately after bootcamp completion
- Plan and execute the SEO & Analytics bootcamp
- Other tasks as required

Skills Required:

- Excellent communication skills, both written and verbal

- Ability to manage multiple requests and projects while maintaining close attention to detail and accuracy
- Strong self-discipline and ability to complete tasks independently
- Capable of troubleshooting and resolving issues quickly
- Ability to prioritize, coordinate and complete tasks, sometimes on short notice, to meet deadlines
- Adaptability to changing environments
- Self-starter and able to work in a team-oriented, collaborative environment

Technical Knowledge Required:

- Advanced knowledge in Microsoft PowerPoint's formatting tools
- Ability in using principles (lines, forms, space, shapes, colours) to create appealing and credible slides
- Knowledge on SEO and Digital Marketing
- Ability to understand SEO & Analytics principles, tools, and ranking factors