



ASPER SCHOOL OF BUSINESS  
**COMMERCE STUDENTS' ASSOCIATION**  
CREATE YOUR LEGACY

# DIRECTOR OF MARKETING

POSITION DESCRIPTION - Last Revised: October, 2019

## **COMMERCE STUDENTS' ASSOCIATION (CSA)**

The CSA strives to enrich the undergraduate student experience at the I.H. Asper School of Business through unique events and professional development opportunities that foster meaningful relationships with the greater business community.

## **FASHION SHOW COMMITTEE**

The Fashion Show Committee is a leadership group where individuals will work closely with each other to plan and execute the Fashion Show.

## **POSITION OVERVIEW**

The Director of Marketing will be responsible for overseeing all social media efforts for the Fashion Show, creation of graphics (not required), holding contests, and organizing photographers. This role entails a close working relationship with the CSA's Creative team to create graphics and other promotional materials.

## **POSITION RESPONSIBILITIES**

- Coordinating with CSA Marketing Coordinators to help create graphic material.
- Coordinating with CSA Marketing portfolio to help promote the event.
- Working with the CSA to create online ticketing using Eventbrite.
- Arranging ticket sales (booth scheduling).
- Coordinating with Co-chairs to make a creative, interactive, and fun marketing campaign and promotional week.

## **SKILLS DEVELOPED**

- Devising strategic marketing and sales management plans
- Organization skills
- Interpersonal skills
- Creative abilities
- Developing social media strategies



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## POSITION DETAILS

Number of Positions Available: 1  
Reports to: Special Events Co-Chairs

## ACTIVITY TIMELINE

Summer	Fall	Winter
N/A	Low	High