



BB Director of Graphic Design

Last revised: April, 2023

BUSINESS BANQUET:

The Commerce Business Banquet (BB) is a longstanding tradition of the I.H. Asper School of Business. What started as a small event to foster the relationship between business professionals in Winnipeg and students of the Asper School is now in its 57th consecutive year and the premier event that the Commerce Students' Association hosts. The Business Banquet is an event that is unique to the school, and the biggest student-led, corporate networking event of its kind in Canada.

POSITION OVERVIEW

The Director of Graphic Design has an incredible eye for detail and the passion to bring Business Banquet's brand to the next level. Through creative brainstorming and content creation, the Director of Graphic design will help bring the BB committee's vision for the event to life. The graphics and content created will be used for all BB promotional materials including Instagram, Facebook, LinkedIn, the BB website, and more.

POSITION RESPONSIBILITIES

- Creating graphics to be distributed through various channels to advertise BB
- Coordinate with the Directors of Marketing and the VP of Marketing to ensure that designs are up to the CSA's standards and that they are ready to be distributed in a timely manner
- Assist with the creation of the marketing plan
- Coordinate website maintenance with the CSA's Digital Coordinator
- Attend all committee meetings and support all committee members
- Be present at BB on November 2nd to help with duties throughout the day to ensure the banquet runs smoothly
- Perform additional duties as they arise



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LINES OF COMMUNICATION

- Committee members
- Co-chairs and VP Professional Development
- VP of Marketing

SKILLS DEVELOPED

- Creativity skills
- Interpersonal and communication skills
- Organizational skills
- Graphic design and content creation skills

POSITION DETAILS

Number of positions available: 1

Reports to: BB Co-Chairs

COMMITMENT LEVEL

Summer 2023	Fall 2023	Winter 2024
High	Medium/High	N/A

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours