



# BB Director of Marketing and Media

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 Directors of Marketing and Media help make Business Banquet shine! Using a variety of creative marketing strategies, the Directors of Marketing and Media will help strengthen the Business Banquet brand among students. Through in-person and virtual engagement strategies, the Directors of Marketing and Media will help educate the student body on the benefits of attending BB!

## **POSITION RESPONSIBILITIES**

- Create a marketing plan to attract students to BB
- Act as the driving force behind promoting the event through various outlets
- Coordinate with the VP of Marketing and the Director of Graphic Design to ensure the cohesion between marketing and promotional materials
- Update and maintain all social media accounts
- Work with the CSA Digital Coordinator and VP Marketing to maintain the Business Banquet website
- Coordinate Promo Week with the goal of boosting engagement and interaction
- Help brainstorm giveaway ideas and in-person marketing strategies
- Attend all committee meetings and support all committee members



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- 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

## LINES OF COMMUNICATION

- Committee members
- Co-chairs and VP Professional Development
- BB attendees

## SKILLS DEVELOPED

- Creativity skills
- Interpersonal and communication skills
- Organizational skills
- Social media management skills

## POSITION DETAILS

Number of positions available: 2

Reports to: BB Co-Chairs

## COMMITMENT LEVEL

Summer 2023	Fall 2023	Winter 2024
High	High	N/A

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours