



Director of Marketing

Last revised: April, 2023

COMMERCE SOCIALS COMMITTEE

Commerce Socials (CS) is the most important brand of the Commerce Students' Association, it has existed since the beginning of Commerce, although the socials really took off back in the 70s and 80s. CS reached its peak in 2002-2003, when the socials would sell out in 30 minutes and Carol had an attendance of 5000-6000 people at the Winnipeg Convention Centre. Everything came to a halt in 2005, and generations of Commerce Socials Co-Chairs have exhaustively worked to re-develop the brand into what it is today. We were able to return the Commerce Socials back in-person last year, we need your help to continue growing the brand to what it was and to make Commerce Socials reach its glory again!

POSITION OVERVIEW

The Director of Marketing is responsible for all of the Commerce Socials marketing, this includes monitoring and updating all of the social media pages. This also includes selling social tickets and creating content at the events for social media. As the Director of Marketing, you will work closely with the CSA's marketing team.

POSITION RESPONSIBILITIES

- Focus on internal marketing
- Regularly monitoring all Commerce Socials social media platforms
- Promote the events using social media
- Aid in the creation of marketing materials for the socials
- Experience with graphic design is an asset but not a requirement
- Developing creative ways to sell tickets to the events
- Being in attendance and creating social media content at all 3 Commerce Socials

LINES OF COMMUNICATION

- Commerce Socials Co-chairs and VP Student Life
- VP Marketing and CSA Marketing portfolio



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SKILLS DEVELOPED

- Social media management
- Graphic design skills
- Organizational skills
- Time management skills

POSITION DETAILS

Number of positions available: 1

Reports to: Commerce Socials Coordinator

COMMITMENT LEVEL

Summer 2023	Fall 2023	Winter 2024
Low	High	Low

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours