



NBSC Director of Marketing & Design

Last revised: April, 2023

THE NATIONAL BUSINESS SCHOOL CONFERENCE (NBSC)

Since its inception in 1993, the National Business School Conference has been one of the premiere business student conferences in Canada. NBSC is an annual three day conference held in Winnipeg, Manitoba. This event brings the next generation of business leaders to Winnipeg, including Students' Association executives from Canadian Business Schools. NBSC creates a forum for these students to share and discuss challenges currently facing them, as well as be inspired by local business leaders.

POSITION OVERVIEW

The Director of Marketing will work closely with the Director of Graphic Design to ensure that all marketing and communication objectives for NBSC are met. The Director of Marketing is responsible for managing all social media components of NBSC, including Instagram, LinkedIn, and Facebook. They are responsible for ensuring that the impact of the conference is recognized by the Canadian Association of Business Students' (CABS) schools and the corporate community.

POSITION RESPONSIBILITIES

- Manage all social media accounts
- Arrange committee headshots
- Create marketing materials for NBSC, including the delegate handbook
- Attend all committee meetings and support all committee members
- Be present at NBSC from November 16th - 19th to help with duties throughout the weekend to ensure the conference runs smoothly
- Perform additional duties as they arise
- Design and develop all graphic design material for NBSC
- Develop committee headshots
- Create the delegate handbook
- Assist with marketing tasks as required



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LINES OF COMMUNICATION

- Committee members
- Co-chairs and VP of Professional Development
- NBSC delegates and CABS schools
- VP of Marketing and the CSA Marketing portfolio

SKILLS DEVELOPED

- Communication skills
- Teamwork and collaboration skills
- Technical skills (photography, social media, and more!)

POSITION DETAILS

Number of positions available: 1

Reports to: NBSC Co-Chairs

COMMITMENT LEVEL

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

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours