



TCW Director of Marketing

Last revised: April, 2023

THE COMMERCE WEEK (TCW):

The Commerce Week (TCW) is the official orientation week for incoming Asper School of Business Students, hosted by the Commerce Students' Association. The week consists of Orientation Day, the TCW Beverage Gardens, and the Commerce on the Quad Commerce Social which are hosted for all University of Manitoba students.

POSITION OVERVIEW

The TCW Marketing Coordinators work closely with the TCW Committee to develop creative content for all TCW Events. They are also responsible for printing banners, t-shirts, posters, and any other marketing materials required. The TCW Marketing Coordinators are also responsible for the creation of TCW social media content.

POSITION RESPONSIBILITIES

- Develop creative content including, but not limited to: posters, event programs, digital signage content, Snapchat filters, banners) for TCW
- Coordinate posting of images, videos, and any other materials required with CSA VP Marketing
- Design and print T-shirts for members involved with TCW
- Together with Events Coordinators and Managers of Corporate Relations (MCRs), coordinate games and giveaways. Ensure deadlines for deliverables are met, and communicate potential delays to TCW Co-Chairs and event coordinators
- Liaise with TCW Co-Chairs, CSA VP Marketing, and the Dean's office to ensure all content aligns with the CSA's overall marketing efforts
- Attend bi-weekly TCW Committee meetings
- Attend and assist all TCW events



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LINES OF COMMUNICATION

- Committee members
- TCW Co-chairs and VP Student Life
- Vice President Marketing and CSA Marketing portfolio
- The Dean's Office and University of Manitoba

SKILLS DEVELOPED

- Graphic design
- Adobe Creative Cloud software
- Client relationship management
- Time management
- Business communication skills

POSITION DETAILS

Number of positions available: 2

Reports to: TCW 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