



Director of Marketing

Last revised: April, 2024

COMMERCE CARES COMMITTEE

The Commerce Cares Committee is a small leadership group where individuals will work closely with each other to plan and execute the Asper Mentorship Program, Student Appreciation Week, and other mental health initiatives.

POSITION OVERVIEW

The Director of Marketing is responsible for all of the Commerce Cares marketing, this includes monitoring and updating all of the social media pages. This also includes creating content at the events for social media and applying your creative vision to the role.. As the Director of Marketing, you will work closely with the CSA's marketing team.

POSITION RESPONSIBILITIES

- Focus on internal marketing
- Regularly monitoring Commerce Cares 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 incentivize students to attend the events

LINES OF COMMUNICATION

- Committee members
- Commerce Cares Co-chairs and VP Student Life
- Various external contacts related to event planning



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SKILLS DEVELOPED

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

POSITION DETAILS

Number of positions available: 2

Reports to: Commerce Cares Co-Chairs

COMMITMENT LEVEL

Summer 2023	Fall 2023	Winter 2024
Low/Medium	Medium	Medium

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours