## Vice-President, Marketing

**Job Description**

<table>
<thead>
<tr>
<th>Title of Position</th>
<th>Vice-President, Marketing</th>
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<tbody>
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<td>Portfolio</td>
<td>Executive Council</td>
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<td>Services</td>
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<td></td>
<td>• Associate Vice-President, Marketing</td>
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<td></td>
<td>• Campus AmbaSauder Program Director</td>
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<td></td>
<td>• <em>The Cavalier</em> Editor</td>
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<td>• Information Technology Director</td>
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<td>• Visual Media Director</td>
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<td>• Yearbook and Prospectus Editor</td>
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<td>Summary</td>
<td>The Vice-President of Marketing serves on the executive council of the Commerce Undergraduate Society as a communication liaison between the CUS and the student body. The VP Marketing will play a pivotal role in preserving the CUS image so it reflects a true representation of Sauder’s student body.</td>
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<td>Time Commitment</td>
<td>Approximately 15-20 hours per week</td>
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<td>Term of Employment</td>
<td>May 2014 – May 2015</td>
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**Main Responsibilities**

- Manage the marketing portfolio responsibilities, as well as provide guidance and support to the service council under the portfolio.
- Direct and oversee the marketing function of the CUS to create and preserve a good image of Sauder School of Business through the means of monitoring communication channels.
- Manage other marketing functions of the CUS, including market research, sales and advertising, brand management of the CUS, through a Marketing Commission.
- Develop and recommend innovative strategies of marketing, serve as a resource to marketing specialists in various entities, then finalize marketing decisions made by conferences, clubs, and associations under the CUS.
- Maintain the mindset of marketers both internal and external to the CUS and influence individuals to be aware of brand management for the CUS.
- Manage the brand of the CUS and ensuring that the CUS brand is extended to any organization that belongs to the CUS umbrella.

All members of the Executive Council are responsible for:

- Holding weekly office hours.
- Attending weekly Executive Council meetings and monthly Board of Directors meetings.

**Qualifications**

- High intrinsic motivation to be able to plan and execute marketing strategies.
- Professional written, verbal communication, and interpersonal skills.
- Ability to recognize the value of information to the target audience when marketing an event.
- Able to manage diverse teams with creative and technical thoughts and motivate these teams to produce quality materials within tight timeframes.
- Understand the creative thought process of marketing as well as technical skills such of graphic design and web marketing knowledge.

**Anticipated Learning Outcomes**

The Vice President of Marketing should be able to develop leadership and communication skills to lead a group of diverse individuals that are highly talented in developing innovative and creative ideas. The incumbent for this position will also have opportunities to use and develop skills in the following (but not limited to) areas:

- Leadership and Communication Skills
- Diversity Management
- Decision-making and Problem-solving
- Marketing skills and creativity
- Crises Management

**Anticipated Projects**

- Improvement of online marketing including social media & CUS website
- Further development of the Sauder Squad in creating buzz around events using guerilla marketing techniques
- Measuring success of various marketing initiatives using objective metrics
- Working with large conferences/events in their large-scale marketing efforts

**Application Process**

Submit the following information to Richard Wong, Human Resources Director at richard.wong@cus.ca no later than Tuesday, February 18th at 8:00 P.M.:

- A **one-page resume** outlining your most relevant experiences
- A cover letter addressing the following:
  - Why do you want to be involved in the CUS?
  - Why do you think you would be an excellent candidate for the position?
- Any supplemental materials you would like the Hiring Committee to review along with your application.

Please contact the Human Resources Director if you have any additional questions or concerns.