

Sauder Squad Chair

Job Description



Title of Position	Sauder Squad Chair
Portfolio	VP Marketing Portfolio
Position Summary	The Sauder Squad Chair will primarily manage Wally the Bull's offline and online presence by engaging students with the Wally the Bull Mascot and personality.
Time Commitment	<ul style="list-style-type: none">• 10-20 hours a week during the school year depending on events• 5-10 hours a week in the summer maintain brand personality• Must be able to commit to Imagine Day
Term of Employment	May 2014 - May 2015
Main Responsibilities	<ul style="list-style-type: none">• Growing Wally the Bull's brand presence on campus• Social media management, Engaging undergraduate students on social media platforms (Facebook, Twitter etc.) as Wally the Bull, maintaining his personality and preferences.• Working with other committees in coordinating and promoting Wally the Bull appearances (Imagine Day, CUS social events etc.)• Planning creative seasonal campaigns (ex. Wallyween, Valentine's Day, Where's Wally) that promote the CUS Mascot and facilitate the growth of interfaculty relations• Hiring an organizing committee and brand ambassadors "Wallybees" and then training them in mascot handling and mascot performance• Creating and maintaining a budget• Taking advantage of current trends in real time.
Qualifications	<ul style="list-style-type: none">• Experienced in organizing small and large events• Familiar with social media platforms• Creative, Flexible, Visionary.• Able of anticipating potential logistical, and branding issues• Extremely sociable and be able of forming relationships easily• Ability to lead teams and effectively delegate tasks
Major/Specialization	<ul style="list-style-type: none">• Ideal position for those majoring in: Marketing
Anticipated Learning Outcomes	<p>The Sauder Squad Chair will be able to further develop their pre and post production visual media skills. The incumbent will also have opportunities to use and develop skills in (but not limited to) the following areas:</p> <ul style="list-style-type: none">• Leadership and effective team management• Time Management• Practical event planning and communication skills.• Understanding of content marketing on social media platforms.• Ability to organize contingency plans and react quickly to event alteration.

Application Process

To apply, complete our online application form (<http://forms.cus.ca/view.php?id=17>) and upload a **single PDF** document that includes:

- A one-page resume outlining your most relevant experiences
- A cover letter describing: Why you want to be involved in the CUS and why you think you would be an excellent candidate for the position.

Name the PDF document as per the naming convention **SS_Lastname_Firstname.pdf**. Please contact the HR Director at richard.wong@cus.ca should you have any questions.