

# Vice-President, Marketing and Communications

## Job Description



commerce  
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society

<b>Title of Position</b>	<b>Vice-President, Marketing and Communications</b>
<b>Portfolio</b>	Executive Council
<b>Services</b>	<ul style="list-style-type: none"> <li>● Associate Vice-President, Marketing</li> <li>● Public Relations Director</li> <li>● Marketing Commission</li> <li>● Campus Ambassador Program Director</li> <li>● The Cavalier Editor</li> <li>● Visual Media Director</li> <li>● Yearbook and Prospectus Editor</li> </ul>
<b>Summary</b>	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.
<b>Time Commitment</b>	Approximately 20-25 hours per week
<b>Term of Employment</b>	April 2018 – April 2019 (Onboarding starts February 2018)
<b>Main Responsibilities</b>	<p><b>The Vice-President, Marketing, is responsible for:</b></p> <ul style="list-style-type: none"> <li>● Managing the marketing portfolio responsibilities, as well as providing guidance and support to the service council under the portfolio.</li> <li>● Directing and overseeing 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.</li> <li>● Managing other marketing functions of the CUS, including brand management of the CUS.</li> <li>● Overseeing special events for the CUS.</li> <li>● Developing and recommending innovative strategies of marketing, serving as a resource to marketing specialists in various entities, then finalize marketing decisions made by conferences, clubs, and associations under the CUS.</li> <li>● Influence individuals to be aware of brand management for the CUS.</li> <li>● Managing the brand of the CUS and ensuring that the CUS brand is extended to any organization that belongs to the CUS umbrella.</li> <li>● Overseeing and managing the CUS Website.</li> <li>● Creating weekly e-newsletter: CUSunday.</li> <li>● Communicating with external parties as needed.</li> </ul> <p><b>All members of the Executive Council are responsible for:</b></p> <ul style="list-style-type: none"> <li>● Attending weekly Executive Council meetings and monthly Board of Directors meetings.</li> <li>● Facilitating meetings with portfolio members and support their work.</li> </ul>

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<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Ability to plan and execute marketing strategies.</li><li>• Ability to manage multiple projects at a time.</li><li>• Professional written, verbal communication, and interpersonal skills.</li><li>• Ability to recognize the value of information to the target audience when marketing an event.</li><li>• Able to manage diverse teams with creative and technical thoughts and motivate these teams to produce quality materials within tight timeframes.</li><li>• Understand the creative thought process of marketing, have an eye for design, and grasp of web marketing knowledge.</li></ul>
<b>Anticipated Learning Outcomes</b>	<p>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:</p> <ul style="list-style-type: none"><li>• Leadership and Communication Skills</li><li>• Decision-making and Problem-solving</li><li>• Marketing skills and creativity</li><li>• Crisis Management</li><li>• Project Management</li></ul>
<b>Anticipated Projects</b>	<ul style="list-style-type: none"><li>• Improvement of online marketing including social media &amp; CUS website.</li><li>• Measuring success of various marketing initiatives using quantifiable and qualitative KPIs.</li><li>• Working with large conferences/events in their large-scale marketing efforts.</li></ul>
<b>Application Process</b>	<p>Submit the following information to <a href="mailto:cus.hiring@gmail.com">cus.hiring@gmail.com</a> no later than <b>Thursday, February 8<sup>th</sup> at 11:59 PM:</b></p> <ul style="list-style-type: none"><li>• A <b>one-page resume</b> outlining your most relevant experiences</li><li>• Save the document using the naming convention, <b>Position_LASTNAME_Firstname.pdf</b></li><li>• A cover letter addressing the following:<ul style="list-style-type: none"><li>○ Why do you want to be involved in the CUS?</li><li>○ How will you go about creating a greater sense of connectivity between the CUS and student body?</li><li>○ Why do you think you would be an excellent candidate for the position?</li></ul></li><li>• Portfolio with past work that is relevant to the role.</li><li>• Any supplemental materials you would like the Hiring Committee to review along with your application.</li></ul> <p>Please contact <a href="mailto:cus.hiring@gmail.com">cus.hiring@gmail.com</a> if you have any additional questions or concerns.</p>