

Position Description



Marketing Members

Responsibilities

- Manage overall event/committee design (i.e. logo & colours) and tone
- Develop promotional calendar (along with Social Media Lead) and design content (along with Graphic Designers)
- Write and design (with Graphic Designers) promotional content including e-newsletters and committee personal communication
- Write press releases
- Identify, contact and manage relationships with potential PR partners (i.e. Media, Influencers, Rent the Runway etc)
- Work with website designer to write and post website content
- Provide creative support to Treasurer for ticket-selling website to ensure look/feel/tone is consistent
- Rising Stars Committee
 - Sell at least 5 event tickets
 - Attend 75% of meetings
 - Promote event on personal social channels
 - Attend/assist with event(s)
 - Track and submit event/committee expenses in a timely manner

Time Commitment

- ~5-10 hrs/month including meetings
- Meetings
 - 1 sub committee meeting per month
 - 1 general meeting per month