



COMMUNICATIONS COORDINATOR

Last revised: February, 2024

COMMERCE STUDENTS' ASSOCIATION (CSA)

The CSA strives to enrich the undergraduate student experience at the I.H. Asper School of Business through unique events and professional development opportunities that foster meaningful relationships with the greater business community.

POSITION OVERVIEW

The Communications Coordinator works with the CSA's marketing portfolio to connect with I.H. Asper School of Business students on all digital channels. They generate compelling written marketing content on the CSA website, the monthly email newsletter, and occasionally on social media.

POSITION RESPONSIBILITIES

- Create copy for channels including, but not limited to: the CSA website, the monthly email newsletter, UMLearn blasts, and occasionally on CSA's social media networks.
- Work with other positions in the council to collect information about upcoming events to ensure that written information on every channel is correct and relevant.
- Create and maintain content for the CSA blog and First Year Resource Centre.
- Edit and proof information to ensure high editorial standards are met across all channels.
- Drive brand consistency across all of CSA's communication networks.
- Attend monthly CSA General Council meetings.
- Promote and attend CSA events.

LINES OF COMMUNICATION

- CSA Executive Council
- CSA General Council
- Student Action Groups (STAGs)



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SKILLS DEVELOPED

- Copywriting
- Content creation
- Interpersonal skills
- Time management

POSITION DETAILS

Number of positions available: 1

Reports to: Vice President Marketing & Communications

COMMITMENT LEVEL

Summer 2024	Fall 2024	Winter 2025
Medium	Medium	Medium

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours a week