



## **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**

Content Creators work closely with event planners and the Vice President of Marketing and Communications (VPM) to develop a strategic marketing plan for each event or service offered by the CSA. Content Creators develop creative content for all events and services with the exception of those larger events which have their own marketing team.

## **POSITION RESPONSIBILITIES**

- Work closely with event planners and the VPM to develop a strategic marketing plan for each event or service offered by the CSA.
- Develop creative content including, but not limited to: posters, event programs, digital signage content, flyers, menus, cover photos, etc. which contribute to the execution of each event's strategic marketing plan.
- Coordinate content collection, design, print, and distribution of the CSA Resource Guide.
- Edit the Corporate Partners Program document and other CSA-related documents as required.
- Coordinate photography for CSA events and other promotional activities as determined by the VPM.
- Ensure deadlines for deliverables are closely monitored, and communicate potential delays to event planners and the VPM.
- Maintain a cohesive brand image through digital and print media on all platforms
- Attend monthly CSA General Council meetings.
- Promote and attend CSA events.



# CONTENT CREATORS

Last revised: February, 2024

## LINES OF COMMUNICATION

- CSA Executive Council
- CSA General Council
- Marketing Portfolio
- Event Planners
- Manager of Corporate Relations

## SKILLS DEVELOPED

- Graphic design
- Time management
- Adobe Creative Cloud
- Canva

## POSITION DETAILS

Number of positions available: 4

Reports to: Vice President Marketing & Communications

## COMMITMENT LEVEL

Summer 2024	Fall 2024	Winter 2025
Low	Medium	Medium

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours a week