



SOCIAL MEDIA 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 Social Media Coordinator is responsible for maintaining the CSA's presence on all major social media platforms. The Social Media Coordinator ensures that the CSA's message is broadcast to the student body in the most effective manner possible while always maintaining the CSA's professional image.

POSITION RESPONSIBILITIES

- Create and maintain CSA social media presence on relevant platforms including but not limited to: Twitter, Facebook, Instagram, Snapchat, and LinkedIn.
- Ensure CSA information is well-promoted on social media.
- Ensure the CSA brand image is maintained in all CSA social media interactions.
- Coordinate with the marketing portfolio, event planners, and the Vice President of Marketing & Communications to help promote current events and services.
- Record and interpret social media analytics to support decision making
- Write engaging copy for social media captions
- Attend monthly CSA General Council meetings.
- Promote and attend CSA events.



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LINES OF COMMUNICATION

- CSA Executive Council
- CSA General Council
- Event Planners
- CSA Social Media Followers

SKILLS DEVELOPED

- Social media management
- Copywriting
- Organization skills
- Branding
- Problem solving

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