



VICE PRESIDENT MARKETING

Last revised: January, 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 Vice President Marketing and Communications (VPM) is responsible for the strategic development and implementation of marketing campaigns and projects on a broad level for the CSA. The VPM ensures the cohesiveness of the CSA brand across all CSA council events and services, as well as STAG events. The VPM leads and supports a team including a Digital Coordinator, four (4) Content Creators, two (2) Merchandise Coordinators, a Social Media Coordinator, and a Communications Coordinator.

POSITION RESPONSIBILITIES

- Directly oversee all members of the Marketing Portfolio to ensure the successful execution of portfolio responsibilities.
- Liaise regarding public relations matters such as sponsor and community newsletters, annual reports, press releases, and brand management.
- Perform market research to gather feedback and improve CSA events & initiatives.
- Develop strategies to communicate information to the Asper student body.
- Oversee the creative direction of the CSA.
- Create and maintain the CSA Brand Book.
- Oversee the CSA website, social media platforms, and mailing lists.
- Oversee the Commerce Connection Store and the ordering of merchandise.
- Manage and approve all print and digital advertising signage in the Drake Centre.



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- Review and approve all CSA marketing material.
- Coordinate and distribute business card orders for CSA Members.
- Attend all weekly CSA Executive Council meetings and monthly CSA General Council meetings.
- Attend monthly meetings with the Dean's Office marketing team.
- Attend and participate fully in Canadian Association of Business Students (CABS) Roundtable conferences at the beginning and end of appointed term.
- Attend all CSA Events.
- Additional duties as they arise.

LINES OF COMMUNICATION

- CSA Executive Council
- CSA General Council
- Digital Coordinator, Content Creators, Merchandise Coordinators, Social Media Coordinator, and Communications Coordinator,
- Dean's Office
- Event Planners
- Student Action Groups

SKILLS DEVELOPED

- Leadership skills
- Business communication
- Relationship management
- Project management
- Marketing strategy
- Marketing management
- Interpersonal skills
- Content creation
- Adobe Creative Cloud
- Canva

POSITION DETAILS

Number of positions available: 1

Reports to: President



ASPER SCHOOL OF BUSINESS
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CREATE YOUR LEGACY

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COMMITMENT LEVEL

Summer 2024	Fall 2024	Winter 2025
High	High	High