



# Director of Promotions

Last revised: February 2026

## **CASE COMPETITION COMMITTEE**

Case competitions are a way to enrich the undergraduate experience through the development of skills beyond the classes at the I.H. Asper School of Business. Each year the Commerce Students' Association (CSA) plans and executes multiple internal case competitions and workshops throughout the year, sponsored by companies in the business community. These competitions and workshops help students learn and strengthen analytical, problem-solving and public speaking skills in a business professional environment. Participants are given the opportunity to learn from people in the business world who mentor and judge case competitions through unique networking and coaching opportunities.

## **POSITION OVERVIEW**

The Case Competition Committee Director of Promotions is responsible for managing and overseeing any promotional activities or content for competitions. Alongside the Director of Graphic Design, they ensure that marketing and promotions are cohesive and consistent, ensuring that the correct information is being promoted in regards to the competition.

## **POSITION RESPONSIBILITIES**

- Organize in-class talks, boothing, posters, and other physical promotional activities
- Creates and submits digital messaging (including but not limited to UMLearn posts, Instagram announcements, and emails) to the Vice President Marketing for approval and posting
- Works with Director of Graphic Design to create and promote content on the day of competition
- Organizes and manages photographers for the day of competitions
- Ensuring information about competitions is factually correct and accurately promotes competition
- Attend all committee meetings and support all committees



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- Be present for all case competitions to help with duties to ensure competitions run smoothly
- Perform additional duties as they arise

## LINES OF COMMUNICATION

- Committee members
- Co-Chairs and VP Academics
- VP of Marketing and Communications

## SKILLS DEVELOPED

- Creativity skills
- Interpersonal and communication skills
- Organizational skills
- Graphic design and content creation skills

## POSITION DETAILS

Number of positions available: 1

Reports to: Case Competition Co-Chairs

## COMMITMENT LEVEL

Summer 2025	Fall 2025	Winter 2026
High	High	Medium

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours