



# Director of Marketing

Last revised: February 2026

## **COMMERCE SOCIALS COMMITTEE**

Commerce Socials (CS) is the most important brand of the Commerce Students' Association, it has existed since the beginning of Commerce, although the socials really took off back in the 70s and 80s. CS reached its peak in 2002-2003, when the socials would sell out in 30 minutes and Carol had an attendance of 5000-6000 people at the Winnipeg Convention Centre. Everything came to a halt in 2005, and generations of Commerce Socials Co-Chairs have exhaustively worked to re-develop the brand into what it is today. We were able to return the Commerce Socials back in-person last year, we need your help to continue growing the brand to what it was and to make Commerce Socials reach its glory again!

## **POSITION OVERVIEW**

The Director of Marketing is responsible for all of the Commerce Socials marketing, this includes monitoring and updating all of the social media pages. This also includes selling social tickets and creating content at the events for social media. As the Director of Marketing, you will work closely with your co-director and Vice President of Marketing to ensure content alignment with both the Commerce Socials and CSA.

## **POSITION RESPONSIBILITIES**

- Focus on internal marketing
- Regularly monitoring all Commerce Socials social media platforms
- Promote the events using social media
- Aid in the creation of marketing materials for the socials
- Experience with graphic design is an asset but not a requirement
- Developing creative ways to sell tickets to the events
- Being in attendance and creating social media content at all 3 Commerce Socials

## **LINES OF COMMUNICATION**

Co-Director of Marketing, Commerce Socials Co-chairs, and VP Student Life



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VP Marketing and CSA Marketing portfolio

## SKILLS DEVELOPED

Social media management  
Graphic design skills  
Organizational skills  
Time management skills

## POSITION DETAILS

Number of positions available: 2  
Reports to: Commerce Socials Co-Chair

## COMMITMENT LEVEL

| Summer 2025 | Fall 2025 | Winter 2026 |
|-------------|-----------|-------------|
| Low         | High      | Low         |

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours