



# Director of Promotions

Last revised: February 2026

## **STUDENT DEVELOPMENT COMMITTEE**

The Student Development Committee oversees and runs a wide variety of events with the objective of providing academically enriching events to allow students to utilize and develop professional skills. Some events that the committee runs include Tour de Commerce, the Golf Tournament, Midterm Prep Sessions, Tutoring, and Take a Student to Eat (TASTE).

## **POSITION OVERVIEW**

The Case Competition Committee Director of Promotions is responsible for managing and overseeing any promotional activities or content for events. They ensure that marketing and promotions are cohesive and consistent, ensuring that the correct information is being promoted in regards to the event or initiative.

## **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 volunteers or Co-Chairs to create and promote content on the day of event
- Organizes and manages photographers for the day of events as needed
- Ensuring information about competitions is factually correct and accurately promotes events
- Attend all committee meetings and support all committees
- Be present for all case competitions to help with duties to ensure competitions run smoothly
- Perform additional duties as they arise

## **LINES OF COMMUNICATION**



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- 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: Student Development Co-Chairs

## COMMITMENT LEVEL

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

High = 10-15 hours a week

Medium = 5-10 hours a week

Low = Less than 5 hours