



Director of Marketing

Reports to: President

Purpose

Coordinate all marketing efforts for the club to provide awareness of the club and our events.

Responsibilities

- Monitor and update Capilano HRMA social media outlets on a weekly basis
- Post event awareness at least 1 week leading up to an event, and a reminder 1-2 days before event
- Share articles, events, and jobs that would appeal to Capilano HRMA members
- Develop Capilano HRMA brand awareness and online reputation
- Creating marketing materials such as: event names and designing the posters

Qualifications

- Strong attention to detail
- Able to communicate message effectively through writing

Outcomes

- Build knowledge and skill in marketing and promotions
- Build portfolio with practical experience to increase employability
- Enhance the copywriting skills and visual intelligence

Time commitment of 2-6 hours/week for both Fall 2019 and Spring 2020 semesters.