

Executive Responsibility Outline: Marketing Director

Overview of Marketing Director

The Marketing Director managed different parts of TSCPA marketing operation, including campus- wide promotion, social media, booth hours, campus organization partnership. It is an exciting position that the Marketing Directors will be able to strengthen their public speaking, written, promotional, planning, leadership, and effective communication skills. The Marketing Directors report to the Vice- President Communication, and Marketing Directors will be supervising multiple Marketing Associates at TSCPA.

Responsibility

Marketing Directors will be allocated to in charge different areas below:

- Campus Wide Promotion (including booth hours)
 - Host and manage the Marketing Associates for Booth hours
 - Collect fees at booth hours (if required)
 - Work with the Creative Director/ Design Team to create posters/ banners for Marketing Promotions, and send the finished posters file to SCSU for posting
 - Help the Event Team to promote different TSCPA Events throughout the year
 - Follow up with the Marketing Associates to ensure they attend the booth hours, and record their attendance; host the booth hours where coverage is needed.
- Social Media (including email messaging)
 - Responds and manage the Marketing Emails
 - Supervise the Marketing Associate—Social Media for the Facebook Instagram and Wechat Promotion
 - Assist the CIO to manage the website to ensure Marketing information is updated on the website
 - Send out Promotional email via mailchimps
- Campus Organization Partnership (Excluding UTSG)
 - Main Contact for Clubs Partnership, events collaboration or any forms of internal partnerships
 - Build Connections and create partnership with other campus organizations
 - Encourage associates to attend Official Partner's events under the partnership agreement
- General Duty

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- Oversees possible and new Marketing ideas in collaboration with the Creative Director under VP – Internal
- Host Marketing Meeting with Marketing Associates
- Attend Monthly Executive Meeting where required
- Attend Marketing Team meeting where required

Qualification

- Current Student at UTSC & TSCPA Member
- Strong Public Speaking, communication, leadership, problem solving skills
- Studying in Marketing Management, International Development Studies and Political Science will be a plus
- Communicative and creative