

Position Description

BRANCH: EXECUTIVE

POSITION TITLE: CHIEF MARKETING OFFICER

TERM: MAY 2014- MAY 2015

DEFINITION

To develop and execute Enactus Sheridan's marketing and communication strategy relative to the mission and objectives of the team and to build relationships with the organization's stakeholders with the goal of promoting, enhancing and protecting Enactus Sheridan's brand reputation and organizational profile.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as an advocate and ambassador for Enactus Sheridan within the community and on campus
- Attend general, leadership, and Business Advisory Board (when applicable) meetings and provide input and support where required
- Maintain an updated list of all communication and marketing promotions
- Responsible for Enactus Sheridan's marketing materials and methods including (but not limited to) newsletters and other print publications, website and other online communications, media releases, and promotional/marketing materials
- Responsible for the creation of all competition materials, including but not limited to: Annual reports, Team Bios.
- Seek out and maintain media relationships with local radio, television, and newspapers
- Create a social media strategy and monitor proper/consistent use of social media on behalf of Enactus Sheridan including the Enactus Sheridan's Facebook, Twitter, Instagram and LinkedIn profiles
- Build professional project/organizational brand names, logos, and promotional materials (in assistant with President)
- Ensure photography/videography footage is captured throughout the year and work with photographer/videographer to create promotional videos
- Work with the President and Vice President in creating recruitment materials
- Maintain an accurate Marketing budget and review monthly with the CFO
- Design and price out new team swag, including the facilitation of ordering new team gear
- Work with Sheridan College staff to ensure Enactus materials are in accordance with all materials.

- Manage and maintain an organized section on Dropbox which include: all logos, marketing materials, past marketing materials, bios, annual reports and contact list of key contacts for media and communications.

The duties and responsibilities outlined above are representative but not all-inclusive

RELATIONSHIPS

Reports to: President and Sheridan College PR/Media team

Oversees: Photographer/Videographer, Brand Ambassadors, all Campus Directors and positions in relations to external communication/marketing

KEY ATTRIBUTES

- Previous involvement in Enactus and affinity with the core mission and purpose
- Desire to make a positive impact on other students and demographics in need
- Flexibility and willingness to dedicate time to Enactus Sheridan
- Ability to act as a role model and leader to other students
- Innovative thinker and willing to take initiative
- Strong written, oral, interpersonal, persuasion and speaking skills
- Familiarity and personal use with social media sites
- Experience in marketing, communications, public relations, graphic design, or web development is an asset

BENEFITS AND OPPORTUNITIES

- Networking opportunities with academic, student, and community leaders
- Create meaningful relationships with Sheridan College professors and students as well as additional stakeholders
- Skill development through experience as well as Enactus Sheridan, Enactus Canada, and Enactus International workshops
- Access to Enactus Canada strategic resources and program managers
- Access to the Enactus Canada Talent Community and job postings; possibility to be recruited by some of the top businesses in Canada such as Target, Walmart, Dell, Hershey and more!
- Engagement in the Enactus, Sheridan College, and GTA community
- Possible opportunities for regional, national, and international travel

- Recognition on team website and at year-end banquet if applicable

COMMITMENT

Attend weekly general meetings, weekly leadership meetings, Business Advisory Board meetings (when applicable) and other meetings when needed

Attend Enactus Sheridan College community events

Help with preparation for and attend Enactus expositions

In class presentations at beginning of fiscal and school year for recruitment opportunities

Minimum of 3 hours involvement outside of meetings.