

# Pilon School of Business Marketing Association – HMC Executive

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## Student's Position Title

- **Pilon School of Business Marketing Association (HMC) – Advertising Director**
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## Position Description and the Student's Responsibilities

The Pilon School of Business Marketing Association at HMC is a student-run organization that provides all marketing students with opportunities to develop their skills, build their undergraduate competencies, provide feedback about the program, build their professional network and foster a sense of community. The Advertising Director is responsible for:

- promoting the PSBMA and events in partnership with the president and other executive
  - developing marketing materials and methods including (but not limited to) newsletters, print, digital media (in conjunction with the social media director) and promotion of PSB Marketing Association
  - creating a professional organizational logo and promotional materials adhering to the Sheridan Branding Guidelines and SSU policies surrounding advertising
  - working closely with the Social Media Director to ensure all events and initiatives are well represented within the association's social media channels
  - reviewing team financials and budgets in conjunction with the President to determine appropriate initiatives each semester
  - managing and maintaining all communication on the association's Virtual Community
  - working with the team to create events, workshops, and meeting ideas for the association to host
  - maintaining communication with other associations and faculty of the school
  - attending and actively participating in meetings, events, and workshops hosted by the association
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## Start Date and End Date of the activity

- September 2019 -April 2020
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## Student's Average Weekly Time Commitment: 2 hours per week

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