



# Marketing Committee Policy

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Version 1

Version	Description	Author(s)	Adoption
1	Initial Version	Sierra Campbell (President), Chloe Law (Vice President of Social Affairs), Sabrina Dubreuil (Vice President of Marketing and Communications)	April 8th, 2023

## ***Preamble***

The VP Marketing mandate is a huge and exciting mandate that touches every single student in the GCS. It is about bringing together all the different departments in the faculty for academic workshops, competitions, social events, and much more. With goals of constantly improving internal processes of the ECA, this policy will support the VP Marketing in fulfilling their mandate. Logistically, this position consists of collaborating with the DOS, ECA President, VP Social, VP Competitions and all the Member Associations to make sure everyone has the visibility they need. The Marketing Committee will strive to engage the larger student body and increase interactions with ECA activities.

## ***Section A: Purpose***

1. Creation of a Marketing Committee to ensure maximal reach of ECA affairs to the student body.
2. Composition:
  - 2.1. Mandatory: 4 Students
    - 2.1.1. Vice President of Marketing and Communications
    - 2.1.2. Social Media Director
    - 2.1.3. Graphic Designer
    - 2.1.4. Webmaster

## ***Section B: Appointment***

1. Call for applications will be advertised on the ECA's social media.
2. Letter of intent shall be sent to the President and VP Marketing.
3. Candidates will be filtered by their letter of intent.
4. Selected candidates will present in front of the Board of Directors for an interview.
5. Position appointments will be done by the Board of Directors.

## ***Section C: Responsibilities***

1. VP Marketing tasks include, but are not limited to:
  - 1.1. Delegate tasks to committee members
  - 1.2. Oversee creation of the weekly newsletter
  - 1.3. Manage the social media
  - 1.4. Draft weekly posting schedules for Member Association affairs
  - 1.5. Promote ECA events
  - 1.6. Respond to emails and messages on social media
  - 1.7. Create banners or any visual support for posts
  - 1.8. Design and order merchandise for ECA events
2. Social Media Director tasks include, but are not limited to:
  - 2.1. Post on Facebook, Instagram, LinkedIn, and Youtube
  - 2.2. Ensure visibility of Member Associations on ECA social media
  - 2.3. Communicate with ECA Executives about their event marketing needs
  - 2.4. Interact with posts from Member Associations or other Concordia associations
  - 2.5. Respond to messages on social media
  - 2.6. Adhere to the weekly posting schedule
3. Graphic Designer tasks include, but are not limited to:
  - 3.1. Create visual support as needed for social media posts

- 3.2. Design and print posters for ECA events
- 3.3. Design merchandise for events
- 3.4. Design the agenda
- 3.5. Oversee display cases on the 9th floor of the Hall Building
4. Webmaster tasks include, but are not limited to:
  - 4.1. Maintenance and update of the website
  - 4.2. Upload relevant documentation on behalf of the Board of Directors
  - 4.3. Ensure accurate and up to date information is displayed on the website
  - 4.4. Manage website requests from ECA team members
  - 4.5. Manage media on the television on the 8th floor of the Hall Building