



Capilano Accounting Association Director of Marketing

Job Description

Reports to: President of CAA
Prepared: September 2023
Prepared by: Samantha Whyte- Vice-President (2022/2023)

Job Summary

The Director of Marketing develops, establishes, and maintains marketing strategies to meet the CAA's organizational objectives. He/she is responsible for developing marketing plans for the association and its events, and for building the CAA's brand across social media and on campus.

Essential Functions

- Attends all CAA Executive Meetings
- Development and implementation of promotional plans and material for CAA with assistance of the Director of Social Media
- Monitors, reviews, and reports on all promotional activities, and social media platforms
- Oversees the CAA website and updates its content when required
 - Director pages, events page, sponsor page, tutoring etc.
- Coordinates with the Director of Social Media to implement marketing plans on social media
- Creates and manages Eventbrite events to facilitate ticket sales for CAA events
- Works with the Director of Internal Relations to:
 - Create monthly newsletters
 - Increase engagement and participation through social events and other innovative ideas

Working Conditions

The Director of Marketing will spend approximately 2-6 hours per week creating digital promotional material on the computer, communicating digitally and managing point of contact platforms.

Qualifications and Skills Required

- Professional communication skills
- Independent, proactive worker, creative, and critical thinker
- Proficient in Microsoft Office (Word, Excel, and PowerPoint)
- Proficient in design and animation applications
- Proficient in Gmail, and Google Docs
- Fluent in communication-both in verbal and written skills
- Proficient with social media mediums (Facebook, Instagram, websites, etc.)