



Marketing Director Roles and Responsibilities

About the Position:

The Management Society is a student-led organization under the College of Business Administration (CoBA) at CSUSM. As Marketing Director, you will serve as the “external voice” for all student activities, meetings, and additional networking events for the society. This position requires a creative, detail-oriented, and passionate student who enjoys working with social media platforms and promoting the organization’s events. In addition, this candidate believes in the organization's mission of “inspiring today’s student’s to become tomorrow’s great leaders!” To accomplish this mission, the Marketing Director will establish a semester-long marketing plan, create engaging material for our social media accounts, post this material, and respond to any inquiries forms students via social media.

Roles:

- Oversee the creation and advertisement of all CSUSM Management Society and CoBA events
- Be the “voice” for the student organization and consistently pitch the society’s mission and goals via social media
- Brainstorm innovative and creative ways to connect with our members and increase our social media presence

Responsibilities:

Virtual:

- Create engaging marketing material on Canva (posts, stories, & videos)
- Post Canva edits to Instagram and LinkedIn accounts
- Repost any relevant events (ex: Career Center events) to IG stories
- Respond to student inquiries/DMs in a timely manner
- Manage and update the MGMT Society Wix website

In-Person:

- All responsibilities listed above
- Create and print flyers that will be posted to Markstein Hall announcement boards, while adhering to CSUSM posting guidelines
- Remove flyers immediately after member meetings and events

Requirements:

- Be matriculated and enrolled at CSUSM
- Maintain a minimum overall grade point average of 2.0 each term
- Be in good standing with the University
- Earn at least 6 semester units while holding office
- Attend and participate at all ALL society meetings

Qualifications:

- Passion to aid the growth of the MGMT Society and to “inspire today’s students to become tomorrow’s great leaders!”
- Effective communication and organizational skills
- Proficient in Google Drive/Shared Drive folders
- Familiar with social media platforms and posting content
- Familiarity with Canva editing platform (If no experience, we will train you)
- Ability to multi-task and work individually
- A self-starter with attention to detail