



Concordia University of Edmonton

# Students' Association

---

*VICE PRESIDENT OF MARKETING*

---

*CONCORDIA STUDENTS' ASSOCIATION*

*Concordia University of Edmonton*

*Edmonton, Alberta*

*February 2016*

---

Concordia Students' Association  
Vice President of Marketing

---

*Policy: Vice President of Marketing*

*Category: Human Resources*

*Date Approved: 02/21/16    Date Reviewed: 02/20/16    Date Rescinded:*

---

## **POLICY**

This policy sets expectations for the Vice President of Marketing (VP Marketing) of the CSA.

## **RATIONALE**

The VP Marketing is a portfolio within the Concordia Students' Association's governance structure. Expectations define areas of responsibility and hold the VP Marketing accountable to both the General Council and the students of Concordia University of Edmonton.

## **DEFINITIONS**

**CUE:** Concordia University of Edmonton.

**CSA:** Concordia Students' Association.

## **EXPECTATIONS**

The Vice President of Marketing shall:

1. Serve as a voting member of the General Council.

---

Concordia Students' Association

Vice President of Marketing

---

2. Serve as a voting member of Executive Council.
3. Provide up-to-date, written reports to General Council on VP Marketing's areas of responsibility, to be submitted with the General Council agenda package.
4. Consult with the Executive Council in the performance of the VP Marketing's duties.
5. Consult with the General Council in the performance of VP Marketing's duties.
6. Draft the portion of the annual budget pertaining to the VP Marketing, in consultation with General Council and the Budget Steering Committee.
7. Work collaboratively with the Executive Council to market and promote CSA sponsored events.
8. Organize and maintain the CSA's website and social media sites.
9. Serve as the Chief Executive Officer of The Bolt News;
  - 9.1. See the policy pertaining to The Bolt News for further details.
10. Attend CSA and CUE events in order to provide content for the CSA website and social media sites;
  - 10.1. Appoint a delegate to attend in their place if unable to attend or if attending another CSA/CUE event;
  - 10.2. May create a street team that includes students at large to help promote and advertise for CSA events.

---

Concordia Students' Association

---

Vice President of Marketing

11. May coordinate with the VP Student Life to help with decorations and event set-up and prep.
12. Keep a log book for future VP Marketing's pertaining to any important additional information to be used in transitional training.
13. Fulfill additional duties as assigned by Executive or General Council.