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**Position Title: Marketing Officer/Chair (Appointed Position)**

**Position Description:** **Oversee and manage the Calgary Chapter's marketing needs, for all chapter events, publications and social media. Following is Sub-Committee responsibilities.**

**Responsibilities:**

- 1) Chair the Chapter Marketing sub-committee.
- 2) Promote CSC and the Calgary Chapter at every opportunity.
  - a) Oversee publications and promotional materials.
    - i) Display materials at Chapter Events
      - (1) Banners / Literature / Posters
- 3) Liaise with Association office and other CSC Chapter marketing officers on marketing related issues as required;
  - a) Ensure Chapter marketing uses recommended CSC graphics on all hard copy and electronic publications and information.
- 4) Submit annual Marketing Strategy and budget for Chapter Executive Approval: For submittal in fall chapter meetings.
  - a) Develop a strategy to increase the visibility of CSC and make the construction industry, colleges, technical schools and public more familiar with CSC.
  - b) Become intimate with the following chapter platforms
    - i) Survey Monkey / Eventbrite / Chapter Website / Twitter / Facebook / LinkedIn, etc.
- 5) Attend:
  - a) Chapter Executive meetings and other Chapter events
  - b) Special Event Sub-committee meetings (Representative from Marketing Sub-Committee)
    - i) Connections Café / Ignite / Golf, Etc.
  - c) Annual Chapter Meeting
- 6) Reports
  - a) Monthly Executive Chapter Reports
  - b) Write reports as required for inclusion into the Chapter Newsletter to update the members on Chapter activities
  - c) Deliver report to members at Annual Chapter meeting
  - d) Write a report for inclusion into Director's Board Report twice annually before Board of Directors meeting and as scheduled by Director;
- 7) Chapter Events:
  - a) Assist in organizing, facilitating and marketing all Chapter events and informational literature
  - b) Advise Chapter Executive on better ways to market events
  - c) Manage all CSC Marketing SWAG
    - i) Create Chapter Meeting Name Badges for current members. To be managed by the Membership Officer.
- 8) Social Media
  - a) Assist in developing electronic marketing
  - b) Ensure the Chapter Website is up to date with current information

Range for expected Time Commitment: 8 to 10 hours per month. Specific tasks can range up to 15-20 hours per month depending on the complexity and timing.