



**Vice President - Marketing Portfolio**

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March 9, 2013

Dear Vice-President-Marketing-to-be:

This is absolutely the best position for you to let your passion for interdisciplinary collaboration shine through.

VP Marketing is a new role added onto the HSSA council, here are the reasons why it's an important role:

- Student engagement and consistent interaction between HSSA and its members is an integral factor in building a sense of community and collaboration. Effective marketing through fine design and social media paves the road to running successful events. It is crucial as the role of VP Marketing to have proficient design and technological skills in order to be conducive. A design portfolio is required at the time of election.

Because the portfolio for this position is not entirely developed, please feel free to identify opportunities in which you feel it can be expanded. Like most things in life, this position will be as successful or as unsuccessful as you choose to make it, and we really encourage you to make the most of it as possible.

We wish you all the best, and feel free to contact us with questions or concerns.

Sincerely,

HSSA Executives (HSSA@ualberta.ca)

## Roles and Duties

1. Responsible for all aspects of marketing and building awareness of HSSA as a student's association on campus
2. Must be technologically proficient in design and marketing of products.
  - a. In charge of getting designs ready for deadlines
3. A design portfolio is required prior to acquiring the elected position. Designs include:
  - a. Poster Designs
  - b. Ticket Designs
  - c. Any image/font-related manipulation
4. Committed to updating social media avenues twice a day, minimum, to build interaction and engagement from students. Content must be somewhat related to health sciences. Some time commitment leeway is given as required.
  - a. Social Media consists of:
    - i. Facebook (status updates, picture uploads, video uploads, message replies)
    - ii. Twitter (Tweets, Retweets, Direct Messages)Each week of minimum time commitment is regarded as 1 hour of work.
5. Blog updates on our website every 2 weeks as a minimum requirement.