

# Brock Business Badgers

*Promoting Brock Business since 1964*

**Brock Business Badgers**  
**Vice President of Marketing**

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## Job Identification Details

**Job Title:** Vice President of Marketing  
**Number of Positions:** 1  
**Reports To:** President  
**Company URL:** <http://www.brockbusiness.ca>  
**Apply To:** [president@brockbusiness.ca](mailto:president@brockbusiness.ca)

## About The Brock Business Badgers

The Brock Business Badgers are a student assembly with the sole focus of growing the quality of our student population. This will begin with a concentration on increasing the class of students entering their education with the Brock University Faculty of Business and continue throughout the entirety of their tenure. Our activities include recruitment initiatives that will bring the best and brightest new students to our faculty; as well as, development activities during their education at Brock University that will enhance all dimensions of the future business people they will become.

## Job Summary

The Vice President of Marketing is responsible for the development, planning, and maintaining all marketing and communication initiatives required by the Brock Business Badgers. This role will require attendance to all meetings and marketing initiatives for club events. The individual will be a pivotal member of the Brock Business Badgers and will be entrusted with the critical role of communicating all upcoming club events, and ensuring the club website remains up to date with ongoing initiatives.

## Duties and Responsibilities

- Responsible for managing all communication tools for the Badgers including:
  - a. Website
  - b. All Marketing Materials
- Attending all meetings and ensuring the website is updated, with information brought up during the meetings.
- Marketing for all Badgers events
- Acting as a liaison with the Brock Marketing Association to ensure all marketing tools are developed and implemented appropriately
- Delegating members to post marketing material around Taro hall in strategically determined locations.
- Other duties as required

**Minimum Requirements:**

- Must be a Full-time student enrolled in the Faculty of Business
- Must have achieved a minimum education level of 5 University credits
- Must be in good academic standing
- Must be fluent in the English language
- Must understand how to use and update a wordpress based website
- Basic knowledge of Photoshop, and how to use an FTP

**Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the individual.