

JOB DESCRIPTION

Position Title:	Media Director
Term of Office:	April 1 to March 31
Supervisor:	Vice-President Corporate Relations and Communications

General Scope of Duties

The Media Director for the DeGroote Commerce Society will be in charge of all media related to the marketing and advertising efforts of the Society. The avenues of media will include all traditional forms (posters, agenda, etc.) as well as social media aspects including the DCS website, Twitter and Facebook. The Media Director will receive guidance from the Vice-President of Corporate Relations and Communications while communicating with other executive members to promote their respective events or programs.

Job Duties and Responsibilities	
Category	
Communication Function	<ul style="list-style-type: none"> I. Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership and traffic across all functions of the Society <ul style="list-style-type: none"> a) Communicate with the VP Corporate Relations and Communication to create a branding strategy for the society in regards to social and alternative forms of media within the School of Business. II. Experiment with new and alternative ways to leverage social media activities III. Strategize with and educate the leadership team and others across the Society on incorporating relevant social media techniques into the corporate culture and into all of the society's services. IV. Measure the impact of social media on the overall marketing efforts V. In partnership with the Chief Administration Officer, construct the DCS undergraduate agenda. VI. Promote events and programs organized by the DCS and its executive members. VII. Create press releases after key events or when deemed necessary to communicate vital information to Society members. VIII. Establish relations with the Silhouette to add content to the business section weekly. IX. Manage the Society account on Macinsiders.
Other	<ul style="list-style-type: none"> I. Attend all executive meetings or emergency meetings at the request of the President & CEO. II. Train successor in every aspect of this position and construct a turnover package to allow for a seamless transition.

Knowledge, Skills, and Abilities

- Strategic Planning skills: ability to identify problem areas; to develop and implement strategies for change
- Creativity
- Ability to synthesize large amounts of data into actionable information
- Excellent written and communication skills.

