

## **Promotions Chair – Campus Activities Board**

This position is responsible for supporting the organization's visual identity/brand through social media promotion. The Promotions Chair reports to the Vice President for Public Relations and works with all programming chairs on event promotion and advertising.

### **Position Responsibilities:**

- Manage all organization social media accounts including promoting events/activities, maintaining an engaging social media presence, and increasing followership.
- Coordinate advertising strategies and promote the organization's events and activities
- Serve as the secondary graphic designer for the organization and create and design flyers and other promotional items
- Stay up-to-date on social media and marketing trends and use trends to advertise organization programs
- Use creativity to keep organization's visual identity/brand fresh and engaging
- Work with Vice President for Public Relations and programming chairs to create event promotional plans
- Manage the CAB MocSync portal and update website
- Assist Vice President of Public Relations with additional tasks as needed
- Attend bi-weekly meetings with the Vice President of Public Relations
- Maintain good academic and conduct standing with the institution and a cumulative GPA of at least a 2.5
- Meet additional expectations outlined for this position

### **Additional Expectations of CAB Executive Board Members include:**

- Fulfilling 5 office hours per week in the CAB Office. 1 hour may be done virtually
- Attending bi-weekly CAB Executive Board Meetings – Mondays at 3:30pm
- Attending all events where this position is the chairperson in charge
- Assisting with marketing efforts including hanging up posters, visiting classes/organizations meetings to promote programming, and staffing promo table events
- Participating in mandatory CAB events and help staff events planned by other chairs
- Participating in all training and retreats including the summer retreat, spring welcome back retreat, transition retreat, and NACA South Regional Conference
- Assisting with various outreach events such as Visit Days, Preview Days, and Organization Fairs
- Participating in at least 1 external leadership development opportunity during position term