

Purpose

The Marketing and Promotions Officer is responsible for overseeing the implementation of the club/society's marketing plan.

Responsible To

The Marketing and Promotions Officer is directly responsible to the President, as well as the members of the club/society. The Marketing and Promotions Officer may chair the Marketing and Promotions Committee.

Responsibilities and Duties

- Develop (as part of the club/society plan) in conjunction with the Marketing and Promotions Committee the club/society marketing plan for the year.
- Work with the Treasurer to develop a budget for the marketing plan.
- Oversee the implementation of the strategies in the marketing plan.
- Submit regular reports to the club/society committee.
- To ensure all marketing and promotions are in keeping with the OUSA and club/society's Policy and Constitution's.

Knowledge and Skills Required

- Can communicate effectively.
- Well organised.
- Is positive and enthusiastic.
- Has marketing expertise
- Experience in dealing with the local media.