

Officer of Marketing

ALL EXECUTIVE OFFICERS

- (a) The authority of BASA shall be delegated to the BASA Executive (see below).
- (b) The Executive Officers are authorized to represent and act on behalf of BASA as per procedures set forth in this document.
- (c) The Executive Officers may delegate authority to other individuals to serve as needed.
- (d) When taking on the role of an Executive Member of BASA the individual is also taking on the role of being an Ambassador of BASA, The Business & Administration Department, The Faculty of Business & Economics and the University of Winnipeg. Their behaviour as a result should have a positive reflection towards all the previously mentioned parties.
- (e) It is important that the Executive Officers be able to communicate fluently in the English language. Any other languages that the Executive Officers can effectively communicate in will be considered an asset to the BASA Executive.

OFFICER OF MARKETING

IN ORDER TO HOLD THE POSITION OF OFFICER OF MARKETING THE INDIVIDUAL MUST HAVE COMPLETED FUNDAMENTALS OF MARKETING OR BE IN THE PROCESS OF COMPLETING FUNDAMENTALS OF MARKETING AND HAD A MINIMUM OF ONE YEAR EXPERIENCE AS AN ASSOCIATE OFFICER FOR BASA.

The Officer of Marketing is charged with the presentation and promotion of the Corporation's image and presence on the University of Winnipeg's campus, to the Business Community and the general public. Other duties and responsibilities of the Officer of Marketing may include but are not inclusive to:

- (a) The Officer of Marketing shall be responsible for ensuring that marketing efforts of the Corporation are in-line with the marketing of the Faculty, while still remaining unique to the Corporation
- (b) The Officer of Marketing in conjunction with the Officer of Corporate Relations is responsible for the completion of the esthetic design of the Corporate Sponsorship Package; to be submitted for approval prior to July 14th each year. This does not preclude any other Executive from aiding in the creation of the Sponsorship Package as determined by the Executive.
- (c) The Officer of Marketing in conjunction with the Officer of Corporate Relations is responsible for ensuring all events, services, and actions in general conform with BASA Inc.'s obligations to corporate sponsors as it pertains to said sponsorship, and more generally positive relationship building
- (d) The Officer of Marketing shall, working with the Officer of Events, be responsible for all marketing efforts taken forth by BASA Inc. when promoting an event that is being hosted by BASA Inc. and/or additional Corporate Sponsors.
- (e) The Officer of Marketing shall work with the IT Officer in ensuring that BASA Inc.'s website design is in alignment with the marketing scheme of BASA Inc.
- (f) The Officer of Marketing shall be in charge of the promotion of BASA Inc. on the University of Winnipeg campus through signage, event postings and so forth.
- (g) The Officer of Marketing is responsible (if necessary) for updating and obtaining BASA Inc.'s visual identity necessities including business cards, signage, promotional material etc.