

## Marketing Committee

**CSA-EUR** is recruiting for the Marketing Committee for the next academic year (2022-2023). It is the Marketing Committee's duty to position and presents the CSA-EUR brand as one of the largest multicultural student associations in the Netherlands. However, our tasks are much more diverse. The Marketing Committee members are responsible for the general promotion of CSA-EUR and work together with other committees to promote events. Furthermore, we are responsible for maintaining and monitoring the online and offline promotion channels of CSA-EUR. This includes keeping the social media up-to-date and designing flyers, posters and banners for our target group.



## What will be your activities as an active member of the Marketing Committee?

The tasks within the Marketing Committee are very diverse. Each person will execute general tasks but has the option to focus on a department of preference (described below). In summary, the tasks can be broken down into:

### General

- Actively promoting CSA-EUR's brand image
- Brainstorming for win actions, promotion stunts etc.
- Taking pictures and videos during events
- Maintaining social media (i.e. Facebook, Instagram, LinkedIn and TikTok)

### Design Department

- Designing flyers, banners, brochures, logos
- Editing pictures/videos
- Working with designing/editing software (Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro/Sony Vegas Pro/After effects)

Besides this, you will have many opportunities to present your own creative suggestions.

### Marketing head

The duty of the head is to lead the practical activities of the Marketing Committee and to work on the marketing strategy of CSA-EUR together with the Marketing and IT Officer. The Marketing head is innovative and creative and initiates ideas that aim to improve the CSA-EUR brand awareness.

## What does CSA-EUR offer?

We offer you a place to foster your entrepreneurial mindset, express your creative ideas and give you the platform to execute these. Furthermore, we will actively help you develop your competencies, which will greatly benefit your professional career. Lastly, we provide a fun and multicultural environment in which you can experience firsthand how to manage yourself in a cross-cultural context.

### **Who are we looking for?**

We are looking for a creative person who also has an affinity with/interest in China. Are you capable of coming up with new and creative ideas and are you in for a challenge when it comes to learning new things? Then the CSA-EUR Marketing Committee is the place to be! Having experience with Photoshop, InDesign, Illustrator, Lightroom, and video editing is a plus, but not a must!

Can you picture yourself in this profile and are you motivated to work with like-minded people in an exciting and professional team? Go to <https://csa-eur.nl/events/actives-recruitment-round-2> and submit your application before the **26th of August at 23:59!**