

## **Assistant Vice President, Marketing**

As the Assistant Vice President, Marketing your role is to work with the Vice President to ensure the smooth operations of the department. This could include assisting Managers in developing marketing plans for their initiatives, helping the Creative Director develop brand guidelines, or drafting copy for a social media post. Due to the department wide visibility of the role it serves as a successor role to the Vice President should he or she be unable to fulfil the duties of the role.

### **Core Responsibilities**

*Due to the assistant nature of the role specific responsibilities will be discussed in conjunction with the VP based on business need, the below is just an example of possible responsibilities.*

- Assist the Vice President and Executives in drafting the organization's brand requirements.
- Coordinate plans between managers and business leads to ensure marketing plans are thorough and encompassing of all necessary communications channels.
- Assist Relationship Manager, Community Partners with cross-promotional activities.
- Work with Associate, Public Relations in drafting press releases and talking points for events.
- Work with content development associates in drafting copy to be sent through various channels.

### **Commitment**

- ~10-15 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.
- Frequent attendance at cross team meetings to represent the Marketing departments interests.

### **Reports to**

- Vice President, Marketing