

## **Manager, Out On Bay Street Conference Marketing**

As Manager, Out On Bay Street Conference Marketing you are responsible for developing a marketing strategy that will sell conference tickets and develop brand recognition of the conference in the student and business community.

### **Core Responsibilities**

- Develop a strategy to market the Out On Bay Street conference in collaboration with the Vice President Marketing and Vice President Out On Bay Street Conference.
- You will focus on articulating the specific value propositions and selling points that would interest different parties throughout the year.
- Collaborate with the Manager, Content Development and Manager, Student Outreach to develop and execute on your marketing strategy.
- Develop new and innovative ways to market the conference.
- Coordinate with the Associate, Public Relations and the necessary Vice Presidents to develop a Public Relations strategy for the conference.

### **Commitment**

- ~10-15 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.

### **Reports to**

- Vice President, Marketing