

Associate, Marketing

As Associate, Out West 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 Westin collaboration with the VP Marketing and VP Out West
- Throughout, you will focus on specific value propositions and selling points that would interest the conference's target markets
- Collaborate with the Associate, Content Development and Associate, Student Outreach to develop and execute on your marketing strategy
- Coordinate with the Associate, Public Relations and the necessary VPs to develop a PR 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

VP, Marketing