Position Description

Position Title: Marketing Team Leader, AMS YES! Referendum Campaign
Reports to: Referendum Coordinator
Length of Term: November 18, 2013 – February 7, 2014
Hours per week: 15
Tier: $10.50/hour

Position Purpose
The Marketing Team Leader will be responsible for the brand development and creation of promotional materials for the AMS Referendum “Yes” campaign.

Duties and Responsibilities
- Provide awareness and information about the referendum through classroom presentations
- Distribute posters, flyers, and other promotional materials across campus
- Develop a brand and image for the campaign
- Create promotional materials to encourage students to vote yes
- Advocacy and promotion of YES! Referendum Campaign throughout campus
- Assist Communications Team Leader by confidently approaching campus groups and partners in conversation about the positive aspects of the referendum
- Assist Referendum Coordinator by attending and presenting at meetings between the AMS council, executive committee, and members of the UBC community
- Perform other tasks as directed by the Referendum Coordinator
- Live the values and mission statements of the AMS
- Other duties as assigned

Relevant Experience/Qualifications
- Must be a currently registered UBC student
- Must be an AMS-Vancouver member and must not hold any other elected, staff, or appointed position in the Society, including positions within constituencies; must not have been a member of the Executive Committee during the year before being appointed
- Interest in promotions, marketing, and campaigns