

DIRECTOR / EXECUTIVE POSITIONS

★ **AVAILABLE POSITIONS:** DIRECTOR OF DESIGN, DIRECTOR OF OUTREACH

★ **NOTE:** All executives are expected to be present at weekly/bi-weekly executive meetings unless of an emergency/exam that is communicated well in advance to the President.

Director of Design

Reporting to: President

Portfolio Submission Required

Role Overview:

The Director of Design shapes TMU Design's digital presence by designing clean, engaging content that promotes events, initiatives, and team achievements—keeping everything professional, on-brand, and impactful.

Key Responsibilities:

Social Media Management & Engagement

- Collaborate with the Director of Marketing & Associates to ensure that social media posts are scheduled and on time
- Be the visionary for TMU Design's branding, including potential rebranding, logo design, social media posts, advertising, or web design.
- Critique, create, and improve designs made by design associates

Campaign Promotion

- Collaborate with the Director of Marketing & Associates to ensure that print deliverables are distributed and marketed around campus
 - Brochures, flyers, etc.

Requirements:

- Proficiency in Canva, Adobe Illustrator, or similar tools for content/graphics creation, must be able to adapt to multiple platforms
- Strong understanding for design, layout, digital accessibility and branding
- Collaborative and communicative – works well in a team environment
- Be able to research what makes good branding, and deliver on that research

What You'll Gain:

- Hands-on experience leading the visual direction of an evolving design club
- A strong portfolio of branding, campaigns, and digital/print design work
- Leadership skills by guiding creatives and collaborating across teams

Director of Outreach

Reporting to: President &

Prior Experience/Resume Required

Role Overview:

The Director of Outreach leads TMU Design's external relations by building connections with sponsors, industry professionals, and student organizations.

Key Responsibilities:

Connections

- Conducting consistent year-round outreach to prospective sponsors
- Connect with industry professionals and organizations through various networking platforms (LinkedIn, Email, Slack, etc.) for TMU Design's panel events, workshops, networking events etc.
- Responsible for reaching out to other student groups, and organizations for potential collaborations or sponsors
- Creating and regularly updating sponsorship packages and pitch decks, particularly for major events

Collaboration

- Working with the Director of Finance, Director of Events, & Director of Marketing to respond to and leverage external inquiries

Requirements:

- Prior experience is an asset but not required
- Strong, confident communication and networking skills (email, LinkedIn, etc.)
- Ability to manage and maintain professional relationships and follow up consistently

What You'll Gain:

- A strong network of industry connections, including sponsors, partners, and professionals
- Real-world exposure to outreach strategy, pitching, and relationship management
- Leadership skills through cross-team collaboration with Marketing, Events, and Finance

Director of Marketing

Reporting to: President

Portfolio Submission Required

Role Overview:

The Director of Marketing is responsible for driving TMU Design's outreach and growth by planning and executing campaigns for events, initiatives and celebrating milestones. This role is crucial for showcasing the team's success to both internal and external audiences, inducing prospective sponsors, members, and collaborators.

Key Responsibilities:

Social Media Management & Engagement

- Maintain, Update, and Post on the TMU Design social media platforms (Instagram & LinkedIn)
- Collaborate with the Director of Design & Associates to ensure brand consistency, tone, and quality across all social media platforms
 - Roll out printed promotional materials across campus and the city
- Respond to comments and DMs in a timely and professional manner
- Track and report basic analytics (reach, engagement, etc.)
- Research and Identify social media trends or algorithm hacks to boost engagement
- Brainstorm and implement innovative marketing ideas

General Management

- Conduct regular checks to ensure accuracy of information & links
- Support archiving of past events/posts

Requirements:

- Collaborative and communicative – works well in a team environment
- Strong organization, flexibility, and responsiveness
- Experience with campaign planning, or social media management is a strong asset

What You'll Gain:

- Hands-on experience leading marketing campaigns from strategy to execution
- A strong portfolio of campaigns, content, and event promotions
- Opportunities to network with sponsors, partners, and industry professionals

Director of Events

Reporting to: President

Resume/Prior Experience Required

Role Overview:

The Director of Events drives the planning and execution of TMU Design's events—from workshops to speaker panels—creating engaging experiences that bring students, ideas, and industry together.

Key Responsibilities:

Planning

- Planning and coordinating events end-to-end: ideation, logistics, promotion, execution, and follow-up
- Organizing design related events (i.e. workshops, career, Zoom-based meetings etc.)
- Creating event outlines/timelines

Event Execution

- Setting up event logistics:
 - Online: Setting up Eventbrite and Zoom links
 - In Person: Booking rooms around TMU Campus OR other venues (discuss with President)
- Keep track of engagement/number of participants in events
- Sending feedback forms and communicating with event organizers/hosts
- Resolving any potential issues during events

Requirements:

- Strong organizational and time management skills
- Comfortable communicating with speakers, teams, and external partners
- Ability to coordinate logistics and work under deadlines

What You'll Gain:

- Skills in logistics, coordination, and problem-solving in fast-paced settings
- Work directly with speakers, partners, sponsors and industry guests
- The opportunity to create impactful, memorable experiences for students

Director of Finance

Reporting to: President

Role Overview:

The Director of Finance oversees TMU Design's finances by managing budgets, tracking expenses, and allocating funds across events and initiatives. They are crucial to keeping operations running smoothly and ensuring ideas can actually be executed into financially feasible outcomes.

Key Responsibilities:

Bookkeeping

- Maintaining accurate bookkeeping of all TMU Design's financial transactions; collecting, depositing, and reimbursing funds with proper documentation
- Deeply understanding TMSU financial policies and streamlining the reimbursement process for the team
- Coordinating with all Directors to lock in budget sheets before events and reimbursements immediately after

Budgeting

- Coordinating with all Directors to lock in budget sheets *before* events and reimbursements *immediately after*
- Fill TMSU Budget Forms, and maintain an organized finance tracking record for the club
- Ensuring every event has a budget that makes financial sense — with authority to decline events when the numbers don't work

Requirements:

- Excellent financial management, time management, and budgeting skills
- Reliability and accountability in handling funds and tracking expenses
- Prior experience is an asset but not required

What You'll Gain:

- Hands-on experience managing budgets, funding, and financial planning
- Experience working with sponsorship funds and tracking expenses
- Leadership skills through collaboration with Outreach, Events, and Marketing

Director of Digital Experience

Reporting to: President

Role Overview:

In this role, you will own the club's digital presence, ensuring design concepts are functional, accessible, and responsive web experiences. You will lead the technical development of our platforms, ensuring our community can seamlessly access resources, event information, and club updates.

Key Responsibilities:

Technical Oversight

- Work closely with the design team to translate visual mockups, wireframes, and prototypes into responsive, live web layout
- Manage the club's digital tools, hosting, domains, and any interactive platforms used for events or member engagement.

Website & Accessibility

- Ensure all digital platforms follow web accessibility guidelines (high-contrast standards and clean structural layouts) to create good interface and experience for all users
- Maintain and update the official TMU Design website and landing pages to ensure a seamless user experience across desktop and mobile

Requirements:

- Strong foundational knowledge or experience with web development tools (e.g., HTML/CSS, JavaScript, or responsive no-code/low-code platforms like Framer or Figma).
- A keen eye for detail and an understanding of layout, accessibility and UI/UX to ensure execution of the design team's vision
- Prior experience is an asset but not required

What You'll Gain:

- Hands-on experience maintaining the accessibility of multiple live platforms, including a website for the only design club at TMU
- A prominent role within the design community, expanding your network with peers and industry professionals
- Leadership skills through collaboration with the and executives/associates

ASSOCIATE POSITIONS

★ **NOTE ON SPECIALIZED ASSOCIATE ROLES:** Marketing and Design Teams have few specialized roles in addition to General Associate roles. Specialized roles have a defined focus, but responsibilities **can be adapted** based on each applicant's strengths, interests, and the ways they'd like to contribute to the team!

Marketing Team

Specialized Roles:

- *Social Media Manager*
 - Assist in planning, scheduling, and publishing posts across Instagram, LinkedIn & TikTok
 - Respond to comments and DMs in a timely and professional manner
 - Track and report basic analytics (reach, engagement, etc.)
 - Research and Identify social media trends or algorithm hacks to boost engagement
- *Content Creator*
 - Support interactive elements like Instagram Q&As, polls, and carousels
 - Collaborate with other departments to highlight key initiatives and team milestones
- *Photographer/Videographer*
 - Attend events to photograph and videograph meaningful content to build the marketing raw content library
 - Support other initiatives such as photoshoots and tabling

General Associate:

- Help with campaigns, content ideas, promotions, and initiatives that get students involved
- Help build our presence across campus and online
- Associates can explore a mix of our specialized areas, including social media, content creation, communications, and more

Design Team

Specialized Roles:

- *Graphic Designer*
 - Design event assets, social media posts, posters, promotional materials, etc.
 - Follow TMU Design's brand guidelines for consistency

- *UI/UX Designer*
 - Help design, build, and maintain digital experiences, including our website and digital platforms
 - Ensure our social media remains visually accessible and user-friendly
- *Presentation/Deck Designer*
 - Design polished and engaging pitch decks, event slideshows, presentations, and other presentation materials for TMU Design and its initiatives

General Associate:

- Support the Design team across creative projects and initiatives
- Associates can explore a mix of our specialized design areas, from graphic and UX/UI design to presentation design, photography, and more

Outreach Team

General Associate:

- Help build connections between TMU Design and the wider creative community
- Help identify and connect with potential speakers, sponsors, collaborators, organizations, and other opportunities for TMU Design



Events Team

General Associate:

- Plan and support workshops, socials, design activities, and other initiatives
- Help brainstorm, organize, and execute events. Associates may contribute ideas, assist with logistics, coordinate activities, or support events on the day of



Finance Team

General Associate:

- The Finance team helps support the resources and operations that keep TMU Design running
- Assist with budgeting, tracking expenses, funding initiatives, and other financial tasks as needed

READY TO GET INVOLVED?

Whether you know exactly what you want to do or you're still figuring it out, TMU Design is a place to explore.

Choose the team or role that interests you, bring something to the table, and help us build what comes next.

We're just getting started!