

# SYDNEY MARKETING SOCIETY

## Portfolio Descriptions

### Marketing

The Marketing subcommittee lets you get hands-on with marketing tools for online and offline campaigns. You will develop your social media, design, copywriting and digital marketing skills in a fun, motivating environment.

We are seeking creative, dynamic and approachable team players from all experience levels who are willing to learn and adapt.

This subcommittee is split into three branches:

#### 1. Contents

This role involves the following:

- Writing captions and generally managing our social media platforms: Facebook, LinkedIn and Instagram
- Working with the Design team to promote Facebook events
- Responding to emails and social media correspondence.
- Maintaining the SMS brand voice and using appropriate, brief-led language in all communications
- Contributing to basic social media analytics

While experience using social media scheduling and management tools is considered, it is not essential.

#### 2. Design

We are looking for creative people with an eye for design and high attention to detail. Upon receiving content briefs, you can work autonomously to create innovative content using design software. You are also open to feedback and a keen learner.

This role involves the following:

- Creating visual content including cover photos, flyers and social media visuals
- Using applications such as Adobe Photoshop, Illustrator, After Effects or InDesign

Videography or animation experience is highly suited for this role.

### 3. Publications

Publications is a relatively new subcommittee, overseeing longform content for marketing students, such as our USU-commended Careers & Graduates Guide. You will have the opportunity to produce and design meaningful pieces of content, which will be widely accessible to students and industry professionals. Additionally, you will shape SMS history by co-creating our Monthly Newsletter, and help publish exciting mixed-media projects by developing your planning, writing and visual skills crucial to building your own portfolio. Your work will be appreciated by thousands of SMS members across social media, in their email inboxes and through print/downloadable content hubs.

This role involves:

- Writing, designing and overseeing our annual publication(s)
- Writing and designing our monthly SMS newsletter
- Creating educational social media content for our Facebook and Instagram
- Collaborating with other subcommittees to implement mixed-media projects

We are looking for motivated and passionate individuals who are skilled writers and designers. Experience in Adobe Photoshop, Illustrator, After Effects or InDesign will be highly desirable. Interests in production, scheduling and copy editing are also welcome.

We are looking for someone on our team in either Contents, Design and Publications with photography experience - this will be highly regarded.

## Careers and Sponsorships (C&S)

The Careers and Sponsorship subcommittee is the main point of contact with our corporate sponsors and partners. You will be responsible for building meaningful connections with employers to ensure that our society members have access to a network of people that can provide insight, mentorship and even employment opportunities within the industry. In this portfolio, you will maintain and deepen relationships with a wide range of regional and international professionals from various businesses and industries. You will also be able to expand your own network through direct communication with marketing professionals and gain valuable understanding into the diverse operation of marketing organisations.

This role involves the following:

- Connecting with potential partners or sponsors within the marketing industry as a representative of SMS
- Assisting the directors in managing liaison with our existing partners, including keeping them informed of our upcoming events and initiatives
- Recruiting partners for events and/or marketing professionals for our Mentoring Program

We are looking for accountable and proactive individuals who are organised and able to meet deadlines under time pressure. You will need to be highly communicative, committed and able

to work well in team situations. Any ability to communicate in a language other than English at a professional level is highly beneficial.

## Events

The Events portfolio plans and executes our events throughout the year. You will be in charge of managing tasks for each event and liaising with venue staff to ensure events run smoothly and without issues. You will develop your creativity, event planning and organisational skills through your passion for running events.

This role involves the following:

- Planning and organising the structure of events including receiving guests, organising sponsor gifts and catering, managing ticket sales and closing the event
- Coordinating with Careers and Sponsorships to decide guest speakers
- Maximising the number of attendees at major events

We are looking for enthusiastic and engaging members with strong communication and organisational skills as you will work with other portfolios on a regular basis. You will need to have a creative vision for event ideas and demonstrate flexibility in work arrangements due to your responsibility to be present at the events.

## Tech

The Tech portfolio is responsible for creating and developing the tech needs of the society. You will have the opportunity to build employable marketing skills such as web design, digital analytics, video and audio editing and blog content creation.

This role involves the following:

- Expanding and maintaining the SMS website using the Wix website builder
- Analysing and reporting website and social media data to executives to improve engagement
- Creating and editing both short form and long form video and audio content
- Writing consistent blog posts and engaging new and existing members on digital platforms
- Maintaining the TikTok and WeChat accounts

We are seeking individuals who are enthusiastic, creative and tech-savvy. You'll have a strong willingness and passion to learn new skills. Any knowledge and experience in front-end web development, digital and written content creation and data analytics is highly valued.