



CACEE Marketing & Communications Committee

Purpose:

The mandate of the CACEE Marketing and Communications Committee is to lead the development and oversee the execution of CACEE's Marketing & Communications strategy.

Accountability: To the Board of Directors

Responsibilities:

- In cooperation with the National office and Executive Committee, develop, maintain, and ensure alignment of communications activities with the CACEE brand.
- In concert with the National Board, Regional Advisory Boards, Committee Chairs, and national office, map and develop a marketing and communications plan for key events, programming, and activities within the association.
- Coordinate and support the development of communications products (e.g. social media posts, CACEE Exchange, blog posts, etc.) to engage and promote key activities events, and programming to the membership.
- With support of the national office staff, develop and maintain a content calendar for CACEE's social media platforms.
- Take the lead on soliciting and authoring content for the CACEE Exchange, CACEE Blog and other member communications
- Collaborate with key stakeholders (e.g. regional event and National Conference co-chairs, National Board Members, programming leads, etc). to support marketing and communications activities within their respective portfolios.
- Where possible, attend regional events and the National Conference to support communications activities (e.g. social media).

Desired Skills and Attributes Include:

- Strong communicator with a reputation for creativity and collaboration
- Fueled by, connected to, and inspired by thought-leadership and best practice in the post-secondary to career space
- Commitment to collaboration and professional development
- A connector with a passion for developing and maintaining a deep professional network
- Experience and a high degree of comfort in managing workflow virtually
- Digitally savvy with an established online presence
- Willingness to attend regional and national CACEE professional development events

Frequency of Meetings:

The team meets approximately once per month and more frequently in advance of major events such as the national conference and regional PD events.