



MARKETING COMMITTEE

CSA is recruiting for the Marketing Committee for the next academic year (2025-2026). It is the Marketing Committee's duty to position and present the CSA Rotterdam brand as one of the largest multicultural student associations in the Netherlands. However, our tasks are much more diverse. The Marketing Committee members are responsible for the general promotion of CSA Rotterdam and work together with other committees to promote events. Furthermore, we are responsible for maintaining and monitoring the online and offline promotion channels of CSA Rotterdam. This includes keeping the social media up-to-date and designing content for our target group.

WHAT WILL BE YOUR ACTIVITIES AS AN ACTIVE MEMBER OF THE MARKETING COMMITTEE?

The tasks within the Marketing Committee are very diverse. Each person will execute general tasks but has the option to focus on a department of preference (described below). In summary, the tasks can be broken down into:

GENERAL

- Actively promoting CSA Rotterdam's brand image
- Brainstorming for promotion stunts etc.
- Taking pictures and videos during events
- Maintaining social media (i.e. Facebook, Instagram, LinkedIn)

DESIGN DEPARTMENT

- Designing online posts, banners, brochures, hoodies etc.
- Advicing Committees on promotional strategies and content
- Working with designing software (e.g. Adobe Illustrator, InDesign, After effects, Canva)

PHOTOGRAPHY/VIDEOGRAPHY DEPARTMENT

- Take photos/videos during events
- Working with editing software (e.g. Adobe Lightroom, Photoshop, CapCut, Adobe Premiere Pro, After Effects, Final Cut Pro)

Besides this, you will have many opportunities to present your own creative suggestions.

WHAT WILL BE YOUR ACTIVITIES AS THE HEAD OF THE MARKETING COMMITTEE?

The duty of the head is to lead the practical activities of the Marketing Committee and to work on the marketing strategy of CSA Rotterdam together with the Marketing Officer. You will be in charge of leading the meetings, dividing the tasks and will make sure that the committee runs smoothly. You are good at giving feedback and like to guide your committee members.

- Knowledge/Experience in at least one of the prior mentioned departments

- Can keep a clear overview of schedules content and tasks
- Has the ability to motivate team members and give relevant feedback

Does this sound like you? Or would you like to get better at leadership and organizational skills? Apply for the Head of Marketing!

WHAT DOES CSA OFFER?

We offer you a place to foster your entrepreneurial mindset, express your creative ideas and give you the platform to execute these. Furthermore, we will actively help you develop your competencies, which will greatly benefit your professional career. Lastly, we provide a fun and multicultural environment in which you can experience firsthand how to manage yourself in a cross-cultural context.

WHO ARE WE LOOKING FOR AS AN ACTIVE MEMBER?

We are looking for a creative person. Are you capable of coming up with new and creative ideas and are you in for a challenge when it comes to learning new things? Then the CSA Marketing Committee is the place to be! Having experience with design/editing softwares is a plus, but not a must. You will get tutorials and have time to develop your skills throughout the whole year! Can you picture yourself in this profile and are you motivated to work with like-minded people in an exciting and professional team? Go to:

<https://csa-rotterdam.nl/actives-recruitment/>