

MARKETING COMMITTEE

For the upcoming academic year of 2026/2027, CSA Rotterdam is recruiting active members for the Marketing Committee. 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.

ACTIVITIES AS AN ACTIVE MEMBER OF THE MARKETING COMMITTEE

The tasks within the Marketing Committee are very diverse. Each person will execute general tasks such as:

- Actively promoting CSA Rotterdam's brand image
- Brainstorming for promotion stunts etc.
- Maintaining social media (i.e. Facebook, Instagram, LinkedIn)
- Following social media trends

Each person also has the option to focus on a department of preference (described below), however this is not a must. You are welcome to help with both departments. The expected workload for the Partnership Committee is **6 to 8 hours** per week.

HEAD POSITION

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

DESIGN DEPARTMENT

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

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)

WHAT WE LOOK FOR

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!

WHAT CSA OFFERS

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. We provide a fun and multicultural environment in which you can experience firsthand how to manage yourself in a cross-cultural context. Lastly, with 60+ fellow active members and amazing events, you will undoubtedly make new friends and gain plenty of unforgettable experiences!

EXCITED TO APPLY?

During your student life, an active year at CSA is the ideal opportunity to develop both personally and professionally. Do you picture yourself in the profile above? Are you motivated to meet, grow, learn, and work with like-minded people in a professional team? Then join our CSA Family and become a part of something bigger!

Apply now by going to: <https://csa-rotterdam.nl/actives-recruitment/>