

Computer Science Students Club Policy

Marketing

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Description

1.1 Purpose

The purpose of the Marketing Subcommittee is to actively promote the club's events, initiatives, and culture both within the university and externally. Members serve as the creative and communicative voice of the CSSC, ensuring strong engagement with members, potential members, and the broader tech community.

1.2 Qualifications of Members

Members of the Marketing Subcommittee must:

1. Be current student members of the University of Western Australia.
2. Be willing to represent the club positively and publicly.
3. Be elected at the Annual General Meeting (AGM) or appointed at the discretion of the committee.
4. Agree to follow direction from the committee and act within the club's constitution and branding guidelines.

The number of Marketing Subcommittee members is flexible and determined by the committee based on yearly club needs.

Responsibilities

2.1 Main Responsibilities

1. Promote all CSSC events through social media, print, and campus visibility.
2. Maintain and update club social media platforms, event pages, and digital communications.
3. Assist in designing posters, videos, or other promotional materials.
4. Contribute to increasing club membership and engagement through outreach campaigns.

2.2 Supplementary Responsibilities

- Attend and capture content at club events (e.g., photos, short interviews).
- Assist in writing and distributing newsletters or promotional emails.
- Monitor online engagement and suggest improvements to club outreach strategy.

Rights, Powers and Privileges

3.1 Powers given by Committee to fulfill Subcommittee Purpose

1. Permission to manage the club's official digital channels (e.g., Facebook, Instagram, Discord).
2. Authority to initiate club promotions under the guidance of the committee.
3. Creative license to design branding assets consistent with club identity.

3.2 Additional Powers granted in specific circumstances

1. With committee approval, collaborate with external organisations, sponsors, or other UWA clubs for cross-promotion.
2. Recommend and trial new outreach tools or platforms, subject to committee review.

Other Important Notes

Length of Term

Marketing Subcommittee members will serve from the AGM until the next AGM unless re-elected or removed by the committee.

Removal and Replacement

Members may be removed by a committee vote due to inactivity, misconduct, or misrepresentation. Replacement members may be appointed or elected at the committee's discretion.

Acknowledgments

This document is based on the structure and style of the CSSC *Custodes* policy and was adapted in 2025.