

Computer Science Students Club Policy

Marketing Subcommittee

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Description

1.1 Creation of Subcommittee

This document formally creates and outlines the functions and responsibilities of the Computer Science Students' Club's Marketing Subcommittee.

1.2 Purpose

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

1.3 Qualifications of Members

Members of the Marketing Subcommittee must:

1. Be current full privileged members of the Computer Science Students' Club.
2. Be willing to actively represent the club positively and publicly.
3. Be elected at a General Meeting or appointed at the discretion of the committee.
4. Agree to follow directions from the committee and act within the club's constitution and policy guidelines.

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

4.1 Length of Term

Marketing Subcommittee members will serve until the start of a new semester unless removed by the committee.

4.2 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.

4.3 Subcommittee Size

The number of Marketing Subcommittee members is flexible and determined by the clubs current committee. The amount of people in the subcommittee is to be reevaluated at the beginning of each semester.