

Vice President of Communications & Marketing

To apply, send a copy of your resume to apply@drexelsmarthouse.com immediately. Direct any questions to Cody A. Ray at cody@drexelsmarthouse.com.

SUMMARY

Responsible for all communications, marketing, branding, relations, and events. Ensures that all communications serve the organization's goals and adheres to its policies. Publicizes the organization as well as its products, projects, and programs. Manages its identity, and provides valuable strategic, editorial, and design services. Interacts with the Drexel Marketing Association executives to offer students in marketing, public relations, communications and related fields the numerous opportunities for leadership, creative, and technical experience, as well resume and portfolio development. Provides community, university, and public relations functions. Supports Membership with Student Relations and Recruitment, and supports Development with Alumni and Corporate Relations.

RESPONSIBILITIES

- Use internal and external communications to target markets through publicity, events, collaborations, printed materials, web pages, a member's directory and an annual report.
- Maintain Drexel Smart House relations with the University administration, faculty, and staff by continuously promoting the organization throughout the various channels within the University, periodically presenting relevant and exciting news and updates to key administration
- Direct all Drexel Smart House operations related to its partnership with Drexel Marketing Association
- Develop and maintain media templates as well as promotional items
- Coordinate periodic publication in local, state, and national press
- Market the Drexel Smart House to Students, the University, our Alumni, the Community, Industry, and the Public at large.

REQUIREMENTS

- Undergraduate or graduate student at Drexel University

Drexel Students,

We have an exciting opportunity for you! We're taking applications for the "Vice President of Communications & Marketing" position on the Drexel Smart House Executive Board. As a fundamental member of DSH's communications, promotion, and events teams, the VP of Communications & Marketing will gain valuable leadership, creative, and technical experience while bolstering his or her professional network and resume. This person will be immersed in issues involving sustainability, design, and technology, as well as finance, operations, and management. The VP will have the opportunity (and responsibility) to orchestrate activities related to publicity, branding, marketing, communications, and events coordination. This person will also work with other student organizations such as Drexel Marketing Association to provide opportunities to students to contribute to this interdisciplinary team.

As this is the first time we've publicly announced an open board position since we were founded, this is an extraordinary leadership opportunity that you do not want to let slip through your fingers, especially as many of you are looking to bolster your resumes and gain valuable experiences for co-op.

To learn more about this position, please review the attached job description and be sure to come to an upcoming DSH open meeting where you can talk with our current board members.

WHO CAN APPLY:

All current Drexel students, freshman to junior will be considered.

HOW TO APPLY:

Email your resume to apply@drexelsmarthouse.com. As applications are considered on a first-come basis, it's to your advantage to get your **application in as soon as possible!** To those of you who feel that your resume does not reflect your true skills and interest in the position, you may write an optional cover letter for review with your resume. **REMEMBER**, a cover letter is **NOT** required. If you are selected for an interview, you will be notified within two weeks of your application submission and the process will proceed from there.

If you have any questions, you may contact me at (215) 501-7891 or cody@drexelsmarthouse.com.

Thanks and we hope to hear from you soon!

Cody A. Ray, President DSH