

Purple Events Committee Application 2015-2016

If you have any questions or concerns, please do not hesitate to contact Courtney Dodds, Purple Events Coordinator at purpleevents@westernusc.ca

Position Descriptions

Event Manager: You will be responsible for the administrative planning and coordination of specific events or initiatives. You will work closely with the Purple Event Coordinator throughout the process.

Director-Promotions: You will be responsible for the promotion of events, including the advertising strategies and execution, ensuring that your communication platform resonates with the students. You will be an integral part of the success and delivery of each event and will have input to many parts of the planning process.

Director-Social Media: You will be responsible for the creation and management of the Purple Events Committee's social media sites including Facebook, Instagram and Twitter. You will work closely along side the Director of Promotions to help promote the committee and the events. During the events, you will be responsible for taking pictures and videos of event and sharing them after the event.

Director-Media and Graphics: You will be responsible for creating promotional media for the events. You will create posters, videos and social media promotions for each event for example banners for our Facebook page. You will work closely with the Director of Social Media and Director of Promotions.