

## **WAMSS Marketing officer Role Description**

### **Internal WAMSS Document**

#### **Responsibilities:**

1. Maintain and develop the brand image of WAMSS, in conjunction with the Vice President External, for the purpose of:
  - a. Ensuring WAMSS is approachable to medical students of UWA;
  - b. WAMSS is approachable to potential sponsors.
2. Work with local businesses to develop a portfolio of membership benefits for WAMSS Financial members.
3. Design, order, hold inventory, and sell a range of WAMSS merchandise.
4. Run campaigns to increase financial membership uptake by UWA medical students.
5. Coordinate WAMSS' social media presence, with the assistance of the WAMSS IT Officer and Executive Office holders, on behalf of the WAMSS Committee.
6. Assist the WAMSS Committee with marketing activities and event support.
7. Attend WAMSS Committee meetings on a monthly basis
8. Carry out secretarial duties related to the above responsibilities.

#### **Requirements of the role**

1. The role may be held by 2 or 3 UWA Medical Students, one of whom must be Year II or higher.
2. Each role holder must become a WAMSS Financial Member upon assuming the position

#### **Application for role**

Persons are elected into the role during the WAMSS Election. The Secretary will announce nominations for the election each year. Participation in the election is subject to the Electoral rules and guidelines as set by the WAMSS Committee from time to time.