



Association for
Computing Machinery
University of Texas at Dallas

Director of Marketing

ACM Board of Directors

You will...

- Build a strong brand presence for ACM & its respective divisions along with the other Directors on Instagram, LinkedIn, Facebook, Reddit, Discord & more.
- Work with UT Dallas faculty to improve marketing through official channels and help spread event awareness throughout the ECS community.
- Contribute to the year's marketing strategy and take initiative on tasks such as curating promotional materials and social media posts, developing communication packages, and providing event coverage.
- Be the first point of contact for all things ACM! You'll be ready to answer any questions that come your way and facilitate communications with student organizations.
- Use Buffer and Mailchimp/SendGrid to schedule content, newsletters, and event reminders for the ACM community

You are...

- Driven by a passion for motivating students to learn more.
- Inspired by data and analytics to improve marketing strategies.
- An expert at social media and navigating the online space.
- Engaging and excited to meet new people and build relationships.

You'll gain...

- An opportunity to have your voice be heard by thousands of people that ACM engages with our programs every year.
- A unique experience working alongside diverse teams within ACM and learning how to effectively market to various audiences.
- Strong communication and organizational skills that come with developing and executing marketing campaigns, creating engaging content and outreach plans.