



MEMO

TO: Executive Board
FROM: Trish Vardon
SUBJECT: Campus Events Marketing and Promotions Coordinator
DATE: November 25, 2020

Dear Executive Board,

The purpose of this memo is to suggest small changes to the Marketing and Promotions Coordinator job description to more accurately reflect the requirements. The main changes are regarding our relationship with TwelvEighty which has moved to a communal support versus managing their promotions as they have hired their own media person to now oversee this once the Grind was introduced and duties became heavier.

Thank you,

Trish Vardon
Director, Campus Events

Below are Anthony's thoughts on the matter, which closely reflect what was mentioned above:

The purpose of this much needed position is to alleviate the work load of the Technical Coordinator and fill the knowledge gap of the Technicians. Current problems we continue to face are extremely high Lieu Hours generated by the Technical Coordinator from fulfilling their contractual duties and a lack of experienced staff at the Technician level.

This new role would help keep the Technical Coordinator working within the legal limits of a work week by taking on some of the duties at the show sites. They would be experienced enough to handle aspects of Welcome Week and Charity Ball, as well as other major setups and strikes. Instead of the Technical Coordinator being onsite for the setup of the event, regular day-to-day office work, event show time, and strike of the event, this extreme work load would be shared with another experienced worker. Additionally, they'd be another point of contact for the Technicians when they need assistance, instead of having the Technical Coordinator focus their attention to helping each Technician out every time (which takes more time to show/teach than it does to just do it).

This new role would help AVTEK maintain a professional demeanor with our clientele by filling the experience gap that exists due to hiring students that leave every couple of years. In this aspect, they'd be reliably available to work events that require experienced technicians (instead of hoping that an experienced student isn't in class or happens to be skipping class). They'd also improve consistency with our training and practices for our Technicians. Currently the Senior Technicians (and the Technical Coordinator) are responsible for training the Technicians, but each Technician's training is different with each individual Senior Technician. This causes discrepancies among staff and job performances, so having this new position will help centralize the content/methods taught.

They'd fill the role of our Shop Techs as well. Shop Tech is the name given to the Technicians that work in the shop/office. Here they track, spec, and pack the necessary equipment needed for each event, as well as maintain the storage spaces and equipment. AVTek has a shop tech in every weekday, 0900-1700h. Currently, we have 10-15x different Technicians filling this role in a given week, which causes major communication problems. Much like the accounting clerk position, these problems will be solved with having 1x consistent position fill the role. Our setup crews often face the problem of the wrong or not enough equipment packed for an event simply because the shop techs are too inexperienced to know any different.

In terms of costs, this position would only be a minor increase in current labour costs because they'd be taking the Shop Tech duties primarily (which has staff working 0900-1700 every weekday already). Additionally, they'd be reducing the amount of lieu time generated by the Technical Coordinator by taking on some of the work during larger events (leading aspects of the setup or strike, or taking on concurrent event).

This position should be a non-student full time position. This position may very well work as a SOP position if need be, since there can be plenty of learning and developing opportunities.

Anthony Scime
CMPE Technical Coordinator