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| MSU-logo-2001 | JOB DESCRIPTION  Part Time Staff |

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| **Position Title:** | **Campus Events Promotions & Marketing Coordinator** |
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| **Term of Office:** | May 1 to April 30 |
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| **Supervisor:** | Campus Events Programming Coordinator |
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| **Remuneration:** | B5 |
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| **Hours of Work:** | 12-14 hours per week |

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| **General Scope of Duties** |
| The Campus Events Department provides the McMaster community with a diverse range of programming throughout the year including concerts, speakers, Charity Ball and other activities. Recognizing the main element to attendance is promotion of events, the Promotions & Marketing Coordinator will lead Campus Events Marketing and Promotions strategies. They will work together with the Campus Events Director and Programming Coordinator to develop marketing plans and campaigns for events and implement them. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Advertising and Promotions Function | 70% | * Be responsible for Campus Events online identity and brand. * Create, plan and initiate marketing for events, including the materials, logistics and scheduling * Coordinate promotions for events using various avenues including the MSU website, social media, and sign boards * Maintain a working relationship with Underground Media + Design for creation of materials * Assist in promotions leading up to the event * Distribute posters, flyers and other promotional items in accordance with all MSU and University policies * Work promotional tables * Reach out to sponsors for online giveaways and events |
| Communications Function | 20% | * Attend regular meetings with the Director and Programming Coordinator, as needed * Attend additional meetings in preparation for events * Host meetings for Campus Events Staff with Programming Coordinator * Manage the information flow for the website, events calendar, and department specific social media accounts * Ensure an effective transition process by completing a transition manual and providing “on-the-job” training to their successor |
| Other | 10% | * Lead the Sponsorship aspect of events under the direction of the Campus Events Director * Ensure Campus Events Staff are completing their assigned tasks and are equipped with correct promotional tools. * Provide informal supervisory support to the Campus Events Staff in conjunction with the Programming Coordinator * Develop event-specific strategies as needed * May be asked to take an initiative or a leadership role in other aspects of the department as needed, particularly on event days. * Other duties as assigned |

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| **Knowledge, Skills and Abilities** |
| * Communication skills required in order to interact with numerous students and members of the McMaster community * Be able to remain professional when communicating, as these will be the views of the McMaster Students Union, and the Campus Events department * Must have a good working knowledge of both the MSU and McMaster community * Must have experience with social media platforms, and be able to use these mediums effectively * Must be highly motivated to work in a fast-paced environment, be well organized, detail oriented, have strong interpersonal skills and excellent time management skills * Must be able to work independently and as part of a team |
| **Effort & Responsibility** |
| * Organizational skills are required, as activities require the simultaneous completion of many tasks * Responsible for the promotion of a positive and proper image of the McMaster Students Union and its departments * Innovation to come up with new promotional ideas |
| **Working Conditions** |
| * Shared office space, or other location with internet access * Most tasks can be completed with a work from home mentality |
| **Training and Experience** |
| * Experience with social media platforms. * Additional training will be provided |
| **Equipment** |
| * Personal computer or phone that has access to Facebook, Twitter, Instagram, Twitter, Tik Tok, Snapchat, and other social media platforms |