



MEMO

TO: Executive Board
FROM: Kathleen Cassidy
SUBJECT: Campus Events Promotions and Marketing Coordinator
DATE: February 8, 2021

Dear Executive Board,

The purpose of this memo is to suggest small changes to the Promotions and Marketing 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,
Kathleen Cassidy
Director, Campus Events

With the introduction of the TwelvEighty and The Grind Promotion Coordinator position and COVID-19 push for online schooling, Campus Events has made some minor revisions to the Promotions and Marketing Coordinator job description. Please note, we have minimized the expectations of promoting in person events and working with TwelvEighty in these aspects as we look to another year of mostly virtual events.

Campus Events understands that there is a desire to align the Promotions and Marketing Coordinator position to be similar to the TwelvEighty and The Grind Promotions Coordinator job description, however we believe the expectation of these roles are fundamentally different. The Promotions and Marketing Coordinator is not only expected to support the Programming Coordinator but assist in event execution when needed. For this reason, we believe the supervisor statement is relevant and not something we wish to remove. This student may be responsible for taking on an aspect of a virtual event and making decisions as these events have multiple moving parts that one person cannot do alone. Moving forward, once back to live events, we would still expect this position to act as a supervisor when necessary to event staff as well.

Additionally, the Promotions and Marketing Coordinator takes on the supervisory position when it comes to sponsorship for the Campus Events department. The Promotions and Marketing Coordinator works directly with organizations and the community to secure sponsorship for our events. This is an aspect of the job we wish to keep as it allows the student in this role to own this aspect of the department and build these unique relationships for Campus Events.

Overall, we hope you take into the consideration that the expectations of the Promotions and Marketing Coordinator for Campus Events are different from that of the TwelvEighty and The Grind Promotions Coordinator.

Thank you for your time,
Kathleen Cassidy & CMPE team