



JOB DESCRIPTION

Hourly Staff

Position Title: Campus Events – Events & Promotions Staff

Term of Office: August 1 – April 30

Supervisor: Campus Events Programming Coordinator

Remuneration: Grade A

Hours of Work: Variable

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. Promotion of the events is the main element to attendance. The Events & Promotions Staff will assist the Programming Coordinator and Campus Events team in developing and implementing marketing plans for events.

Major Duties and Responsibilities

Category	Percent	Specifics
Advertising & Promotions Function	70%	<ul style="list-style-type: none"> Conversing and interacting with curious students while encouraging upcoming event attendance and handing out various promotional items in accordance with all MSU and University policies Often stationed at promotional tables located throughout campus All Events & Promotions Staff will be scheduled for major events including but not limited to: Welcome Week concerts, Homecoming Concerts, Light Up The Night Occasional content capturing from events for the Campus Events social media outlets
Communications & Committee Function	20%	<ul style="list-style-type: none"> Attend monthly staff meetings in order to provide feedback and advice on past and future promotional campaigns
Other	10%	<ul style="list-style-type: none"> Other duties as assigned by the Programming Coordinator, Promotions & Marketing Coordinator, or Director

Knowledge, Skills and Abilities

- Ability to work under tight timelines
- Ability to complete assigned tasks in a responsible and safe manner

- Must be able to work independently and as part of a team
- Excellent interpersonal skills required to approach students on campus to promote events Strong communication skills required to answer event related inquiries

Effort & Responsibility

- Innovation to come up with new promotional ideas
- Promotion for events can occur at all hours of the day, including during class time, in the evening, and on weekends
- Responsibility to be punctual to all shifts and communicate absences or shift changes in advance
- Some physical labour
- Standing for long periods of time
- Responsible to provide an incident report should they witness or take part in a situation pertaining to an event hosted by Campus Events
- Responsibility to maintain a professional image of both the MSU and Campus Events

Working Conditions

- Periods of intense working hours may occur leading up to and during marquee events such as Welcome Week, Homecoming, and Light up the Night
- Activities are organized both indoors and outdoors in many differing weather conditions

Training and Experience

- On the job training provided (Mandatory training at the end of August)
- No previous experience required

Equipment

- Any equipment required for promotions will be provided