



Campus Marketing Director

Positions and Responsibilities for Blue Devil Productions

Position Summary

The Campus Relations Director shall develop and implement an overall marketing plan focusing on the on campus market, and shall serve as a consultant to other Production Board members in regards to developing specific on campus marketing plans for individual events. Responsibilities consist of, but are not limited to, tri-fold, sandwich board, display cases, social media, etc.

Detailed Description

- Work with programmers to formulate a marketing plan for every event.
- Plan and prepare advertising and promotional material to increase event attendance.
- Develop and maintain BDP's image and identity, which includes the use of logos and signage.
- Evaluate advertising and promotion programs for compatibility with public relations efforts.
- Reserve, create, and maintain all Blue Devil Productions on campus display cases, which include the SOC Lounge, MSC, and Price Commons display cases. Display cases are reserved for two week periods, every two weeks and updated on a weekly basis.
- Schedule and coordinate on campus marketing gimmicks, handouts, and table tents as developed and needed for events.
- Collaborate with the Public Relations Director on recruitment brochure/flyer, and promotional items.
- Develop and maintain a Blue Devil Productions Facebook, Twitter, and other social media, updating page information with news and upcoming event information
- Submit and adhere to a schedule of no less than 5 weekly office hours, held in the Blue Devil Productions office.

Beneficial Knowledge to Position

- InDesign, Photoshop, and/or Illustrator a plus
- Creativity in displays and marketing ideas
- Strategy and objective development skills
- Ability to collect and analyze data