



## **Public Marketing Director**

Positions and Responsibilities for Blue Devil Productions

### **Position Summary**

The Public Marketing Director shall develop and implement market research surveys of BDP events and campus trends. The Public Marketing Director will develop off campus marketing plans that include, but are limited to, mailings of calendars and posters, permission to poster in the community, building relationships with community members, homecoming parade coordinator, mailings to professors, and submissions to the Menomonie website.

### **Detailed Description**

- Develop and implement an overall marketing plan for the off campus market on a semester basis
- Collect or obtain data relevant to identifying potential Blue Devil Productions events. Analyze and present this data to members.
- Forecast and track marketing and entertainment trends, analyzing surveys or other data.
- Conduct research on student opinions and marketing strategies, including customer satisfaction with Blue Devil Productions programs and events and effectiveness of Blue Devil Productions marketing efforts through the use of surveys.
- Develop and implement procedures for identifying advertising needs. Arrange purchase of advertising space with off-campus media (Volume One, Dunn County News, etc)
- Work with Art Director, Multimedia Design Director, and Campus Relations Director to develop a cohesive Blue Devil Productions identity.
- Develop relationships with local radio stations, music stores and other businesses to gain insight into the regional entertainment market.
- Coordinate freshman promotional items by working with Campus Relations and Art Director.
- 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**

- Microsoft Access, Word, Excel, and Outlook
- Publisher and/or InDesign
- Design and implementation of web based surveys
- Ability to analyze data and information and ability to interpret info for others