



# BLUE DEVIL PRODUCTIONS

MUSIC // COMEDY // FILMS

## 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, table tents, handbills, display cases, social media, etc.

### Detailed Description

- Work with programmers and Public Marketing Director to formulate a marketing plan for every event.
- Prepare a marketing plan for each semester including goals, ideas, and scheduled marketing events.
- Maintain BDP's image and identity, which includes the use of logos, mascot, and signage.
- Evaluate advertising and promotion efforts after events.
- Reserve, create, and maintain all Blue Devil Productions on campus display cases (MSC and sometimes north campus residence halls) on a weekly basis.
- Schedule and coordinate on campus marketing gimmicks, handouts, and table tents that include campus interaction and engage members.
- Collaborate with the Communications and Public Relations Directors on designing and ordering recruitment brochure/flyer and promotional items.
- Develop and maintain a Blue Devil Productions Facebook, Twitter, Instagram, Snapchat and other social media by updating pages with BDP news and upcoming event information. Use social media to post before, during, and after events.
- 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
- Current social media trends
- Strategy and objective development skills
- Ability to collect and analyze data