



Campus Marketing Director

Positions and Responsibilities for Blue Devil Productions

Position Summary

The Campus Marketing 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 regard to developing specific on campus marketing plans for individual events. Responsibilities consist of, but are not limited to, social media, tri-fold displays, handbills, and display cases.

Detailed Description

- Develop and maintain Blue Devil Production's Facebook, Twitter, Instagram, Snapchat or other social media by updating pages with BDP news and upcoming event information. Use social media to post before, during, and after events.
- 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 by assisting Public Marketing Director.
- 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 strategies like handouts and tabling that include campus interaction and member engagement.
- 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 are helpful
- Creativity in displays and marketing ideas
- Current social media trends
- Strategy and objective development skills
- Ability to collect and analyze data