

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, gaining permission to distribute posters and calendars in the community, relationship building with community members and businesses, large scale marketing strategies with outside vendors, and working with the Campus Marketing Director to optimize marketing for the organization.

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.
- Consult with marketing directors to develop on and off-campus promotional plans for each Blue Devil Productions music event.
- 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, Burning Dog Radio, City Pages, etc).
- Work with Art Director, Multimedia Design Director, and Campus Relations Director to develop a cohesive Blue Devil Productions identity. Additionally, work with the whole team to create a cohesive marketing plan that is understood and implemented by the whole team.
- 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

- Ability to develop relationships with persons outside of Blue Devil Productions
- Microsoft Access, Word, Excel, and Outlook
- Decision-making and problem-solving skills to communicate with supervisors, peers, and subordinates
- Design and implementation of web based surveys
- Ability to analyze data and information and ability to interpret info for others
- Optional, but suggested, understanding of Adobe Suites