



## **Brand Manager Position Description**

### **POSITION RESPONSIBILITIES**

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The TPB Brand Manager develops and maintains the TPB brand, voice, image, and reputation. Responsibilities include creating and coordinating a range of graphic design pieces and enhancing print and electronic material. Work could be but is not limited to flyers, t-shirt design, banners, give-away items, digital graphics for video, and electronic/social media.

The following are responsibilities of the Brand Manager on the Torero Program Board:

#### **GENERAL RESPONSIBILITIES**

- Attend all scheduled Torero Program Board trainings and meetings
- Responsible for a minimum of 8 office hours per week (more hours will be necessary during certain weeks and will vary for each TPB position)
- Meet with Torero Program Board advisor/s for professional development
- Attend and support Torero Program Board events/programs
- Mentor and train newly appointed coordinators during the spring transition period
- Meet weekly with designated Vice Chair
- Abide by all University policies and procedures

#### **SPECIFIC RESPONSIBILITIES**

- Directly report to the TPB Chair
- Communicate with TPB members with marketing and publicity design needs for their events
- Create request form for graphic design projects
- Represent the Torero Program Board at campus events
- Maintain and improve the Torero Program Board website and Torero Orgs page, and TPB social media sites
- Coordinate and conduct marketing research efforts including: data analysis, survey design, and focus group facilitation
- Establish designs for Torero Program Board giveaway and promotional campaigns
- Continue to develop the TPB brand in all print and digital material

## **SKILLS/EXPERIENCE**

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### *Knowledge and Skills:*

- Ability to visually communicate the needs for each individual marketing request
- Demonstrate ability to create effective, well-organized design pieces
- Ability to pay close attention to detail
- Ability to proofread design work
- Ability to adhere to deadlines
- Has strong communication, organization, customer service, and problem-solving skills
- Ability to take constructive criticism and suggestions from peers and supervisors

### *Experience:*

- Art/graphic design coursework and experience preferred
- Experience with Adobe Illustrator, Photoshop and InDesign preferred
- Efficient in Macintosh platform preferred

## **TORERO PROGRAM BOARD ELIGIBILITY**

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- Candidates must have and maintain a cumulative 2.5 GPA and be a full time student (at least 12 units/semester)