

Marketing Manager Position Description



POSITION RESPONSIBILITIES

The Marketing Coordinator plans, develops, and oversees the implementation of the Torero Program Board's (TPB) marketing strategies and communication efforts. This position aims to find innovative ways to connect with the USD community and raise awareness of the TPB brand. Work could be, but is not limited to, creative promotions, social media interactions, establishing a loyalty program, and print and media marketing efforts.

GENERAL RESPONSIBILITIES

Torero Program Board:

- 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
- Meet weekly with TPB Chair
- Attend and support Torero Program Board events/programs
- Mentor and train newly appointed coordinators during the spring transition period
- Complete necessary planning forms
 - Marketing Forms
 - Event Proposal Forms
 - Event Registration Forms
 - Event Planning Document
- Abide by all University policies and procedures

SPECIFIC RESPONSIBILITIES

- Directly reports to TPB Chair
- Work closely with the TPB team, Brand Manager, and Creative Zone staff to efficiently publicize all of the events sponsored by the Torero Program Board
- Work with the TPB Brand Manager to develop and manage promotional and media materials including giveaways, posters, displays, kiosks, and bulletin boards
- Maintain and manage footage from events

- Maintain and improve the Torero Program Board website and Torero Orgs page and use of social media as a communication and marketing tool
 - Facebook
 - Instagram
 - Snapchat
- Coordinate and conduct marketing research efforts including: data analysis, survey design, and focus group facilitation
- Establish Torero Program Board giveaway and promotional campaigns
- Maintain three (3) marketing campaigns for dead hour tabling throughout each semester
- Develop new and creative strategies to promote Torero Program Board events

TORERO PROGRAM BOARD ELIGIBILITY

- Candidates must have and maintain a cumulative 2.5 GPA