



Brand Manager - Position Description

POSITION RESPONSIBILITIES

The Torero Program Board's (TPB) Brand Manager develops and maintains the TPB brand, voice, image, and reputation.

The following are the responsibilities of the Brand Manager on TPB:

General Responsibilities:

- Attend all scheduled TPB training 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 TPB advisor/s weekly.
- Attend and support TPB events/programs.
- Mentor and train newly appointed Brand Manager during the spring transition period.
- Meet weekly with designated TPB Executive Team member.
- Abide by all University policies and procedures.

Specific Responsibilities:

- Directly report to the TPB Chair.
- Participate in TPB Marketing Committee and direct marketing efforts for TPB as an organization and all events.
- Communicate with TPB members about marketing and publicity design needs.
- Create and maintain graphic design project request form.
- Represent TPB at campus events.
- Support the Marketing Manager on maintaining and improving the TPB 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.
- Create designs for TPB giveaways and promotional campaigns.
- Continue to develop the TPB brand in all print and digital materials.

SKILLS/EXPERIENCE

Knowledge and Skills:

- Ability to visually communicate the needs for each individual marketing request.
- Demonstrated 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.
- 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.

ELIGIBILITY

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