



TPB Marketing Manager Position Description

POSITION RESPONSIBILITIES

The Marketing Manager 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.

The following are the responsibilities of the Marketing 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 Marketing Manager during the spring transition period.
- Meet weekly with designated TPB Executive Team Member.
- Abide by all University policies and procedures.

Specific Responsibilities:

- Participate in TPB Marketing Committee and direct marketing efforts for TPB as an organization and all events.
- 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 photo and/or video footage from events.
- Maintain and improve the TPB website and Torero Orgs page and use of social media as a communication and marketing tool (social media including, but not limited to, Facebook, Instagram, and Snapchat).
- Coordinate and conduct marketing research efforts including: data analysis, survey design, and focus group facilitation.
- Implement new and creative TPB marketing campaigns/strategies throughout the year.
- Consult with campus partners and resources for ideas and opportunities to collaborate.

SKILLS/EXPERIENCE

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:

- Experience in social media management (Facebook, Instagram, Snapchat) 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).