University Program Board Marketing Director

The University Program Board Marketing Director is a member of the UPB executive board. In support of the Student Affairs Learning Outcomes, the Marketing Director is responsible for coordinating the marketing strategy for UPB, ensuring that UPB realizes its mission of enhancing student life and meetings student program needs and desires. Through the execution of the responsibilities below, the Marketing Director helps UPB to build a stronger connection between Chapman students and their university.

Responsibilities:

- Coordinate the marketing strategy for UPB including the website, ticketing site, marketing displays, social media, guerrilla tactics, graphic designs, promotional materials, and program publications.

- Cultivate new ideas for raising campus awareness of UPB events.

- Develop interactive marketing events such as contests and meet & greet opportunities for large-scale programs including annual speakers and concerts.

- Lead and supervise the Graphic Designer and Promotions Coordinator to provide quality marketing for UPB.

- Lead and supervise the students in the Marketing Committee.

- Actively participate in weekly UPB executive board meetings and monthly committee member meetings.

- Facilitate weekly meetings for the Marketing committee.

- Maintain a positive working relationship with UPB Chair, Graduate Advisor, Advisor, executive board members, and committee members.

- Prepare for weekly meetings with UPB Chair.

- Prepare for bi-weekly meetings with UPB Marketing Team
  - UPB Marketing Team is comprised of the Marketing Director, Graphic Designer, Promotions Coordinator, and the Chair

- Create and effectively communicate short-term and long-term visions for UPB brand awareness and overall marketing

- Prepare for weekly meetings with the Promotions Coordinator
Qualifications:

Required

- Experience with utilizing marketing concepts
- Strong creative ability
- Substantial experience leading a team
- Ability to manage conflict effectively
- High attention to detail and excellent organizational skills
- Integrity and Commitment
- Ability to meet deadlines
- Exceptional intercommunication and interpersonal skills
- Ability to work independently with little supervision
- Ability to work evening and weekend hours, as necessary
- Ability to adapt to circumstances and handle adversity
- Outstanding work-ethic and professionalism
- Ability to use standard office equipment including computer, copier, and telephones
- Minimum of a 2.5 GPA

Desired

- Effective public speaking skills
- Demonstrated desire to learn
- Knowledge of or experience with campus policies and procedures
- Effectiveness in establishing rapport with Chapman professional staff
- Love for Chapman University
- Experience as a UPB Director or Committee Member
- Familiarity with departments and organizations at Chapman
- Ability to lift objects of 45 lbs.
Time Commitment:

- Work approximately 15 hours per week during the Fall and Spring semesters. 10-12 hours/week during summer and Interterm.
- Maintain a minimum of 8 office hours per week in fall, interterm and spring.
- Attend weekly Executive Board meetings.
- Lead weekly committee meetings.
- Attend monthly CM Friday meetings.
- Meet bi-monthly with the Marketing Team (Marketing Director, Graphic Designer, Promotions Coordinator and Chair).
- Attend mandatory UPB programs in the 2020-2021 school year
  - Fall Concert
  - Midnight Breakfast (Fall & Spring)
  - Spring Sizzle
  - Fall Comedian
  - Drag Show
  - Orientation Dance
  - Spring Speaker
- Attend the following Retreats and training days:
  - 2020 Exec Team Development Day: May 8th, 2020
  - Start Date: July 7th, 2020
  - Executive Board training: July 7th – 10th, 2020
  - Executive Board Retreats: July 17th-18th, 2020 and January 2021 (TBD)

*Please note these dates are subject to change*