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| MSU-logo-2001 | JOB DESCRIPTION  Hourly Staff |

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| **Position Title:** | **Campus Events Promotions Staff** |
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| **Term of Office:** | September 1 – April 30 |
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| **Supervisor:** | Campus Events Programming Coordinator |
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| **Remuneration:** | Grade A |
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| **Hours of Work:** | Variable |

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| **General Scope of Duties** |
| The Campus Events Department provides the McMaster community with a diverse range of programming throughout the year including concerts, speakers, Charity Ball and other activities. Promotion of the events is the main element to attendance. The Promotions Staff will assist the Programming Coordinator and Campus Events team in developing and implementing marketing plans for events. |

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| **Major Duties and Responsibilities** | | |
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| **Category** | **Percent** | **Specifics** |
| Advertising & Promotions Function | 70% | * Conversing and interacting with curious students while encouraging upcoming event attendance and handing out various promotional items in accordance with all MSU and University policies * Often stationed at promotional tables located throughout campus * All Promotions Staff will be scheduled for major events including but not limited to: Welcome Week concerts, Homecoming Concerts, Light Up The Night * Promotions staff may also be asked to fill in for small-scale event shifts in the rare occurrence that all Event Staff are unavailable. These events could include TwelvEighty concerts, comedy nights, and speaking engagements * Assist in the creation, planning and implementation of marketing for events, including the materials logistics and scheduling * Occasional content capturing from events for the Campus Events social media outlets |
| Communications & Committee Function | 20% | * Attend monthly staff meetings in order to provide feedback and advice on past and future promotional campaigns * Required to sit on at least one promotional committee per semester. Committees will be organized for events such as Frost Week and Battle of the Bands |
| Other | 10% | * Other duties as assigned by the Programming Coordinator, Promotions & Marketing Coordinator, or Director |

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| **Knowledge, Skills and Abilities** |
| * Ability to work under tight timelines * Ability to complete assigned tasks in a responsible and safe manner * Must be able to work independently and as part of a team * Excellent interpersonal skills required to approach students on campus to promote events Strong communication skills required to answer event related inquiries |

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| **Effort & Responsibility** |
| * Innovation to come up with new promotional ideas * Promotion for events can occur at all hours of the day, including during class time, in the evening, and on weekends * Responsibility to be punctual to all shifts and communicate absences or shift changes in advance * Some physical labour * Standing for long periods of time * Responsible to provide an incident report should they witness or take part in a situation pertaining to an event hosted by Campus Events * Responsibility to maintain a professional image of both the MSU and Campus Events |

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| **Working Conditions** |
| * Periods of intense working hours may occur leading up to and during marquee events such as Welcome Week, Homecoming, and Light up the Night * Activities are organized both indoors and outdoors in many differing weather conditions |

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| **Training and Experience** |
| * On the job training provided (Mandatory training at the end of August) * No previous experience required |

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| **Equipment** |
| * Any equipment required for promotions will be provided |