



MEMO

From the office of the...

Vice-President (Finance) & CFO

TO: Executive Board
FROM: Scott Robinson, Vice President (Finance)
SUBJECT: TwelvEighty, The Grind & Campus Events Promotions Positions
DATE: July 26, 2018

Dear Executive Board,

To improve our business units, it is imperative that we have members of the management team focused on getting the word out about the amazing work that they do. We have seen this be very successful within the Campus Events department, as they hire a one-year student position as their Promotions Coordinator, and this individual works throughout the year to ensure students are aware of events being hosted by Campus Events.

A key focus of my election platform, and my year plan, was to work to increase the promotional impact of TwelvEighty and The Grind. This project will bring in new business to the restaurant, inform more students about the amazing services offered, and reinvigorate a positive campus culture within the restaurant. As such, I have been working with our TwelvEighty management team, Campus Events team and Operations coordinator to improve the promotional structure within TwelvEighty and the Grind.

Currently, there is not an individual within the Food & Beverage Department that focuses on promotions. Our management team does a fantastic job with service implementation and execution, but often, they do not have time to focus specifically on promotions and marketing. We would like to edit the Promotions Coordinator job description to become a one-year student position which will focus solely on the promotions of TwelvEighty and The Grind.

This individual would be responsible for designing promotional campaigns to improve traffic and business in TwelvEighty and the Grind, with the goal of increasing their day-to-day food sales. This is different than past promotional roles within the restaurant, as they were heavily focused on club night events. This role will specifically focus on food and beverage sales during operating hours. They will promote menu offerings, service highlights, operate the social media accounts, and be responsible for the outward facing brands of TwelvEighty and The Grind.

I foresee incredible benefits from this update. From this role, we will see the output of great marketing campaigns, and more students will be aware of the services

offered within TwelvEighty and The Grind. Successful marketing is integral to the businesses success, and I am confident that this is a great step in the right direction.

To make this change, we have also edited the Campus Events Promotions Coordinator role. We have taken out their responsibility to be in charge of TwelvEighty's promotional strategies. This was done in consultation with the individual currently in the role, as well as the Campus Events management team and the individual who held to role for the past two years. To be clear, the Campus Events Promotional Coordinator will still be responsible for the promotion of all Campus Events in TwelvEighty (namely TwelvEighty Nightlife events) while the TwelvEighty and The Grind Promotions Coordinator will be responsible for the promotion of the day-to-day sales of the restaurant and café.

If you have any questions, I am happy to answer them. If you would like to meet to discuss in advance of our meeting, I am very open to that as well! Just let me know,

Thank you for your consideration,

Scott Robinson
Vice President (Finance)
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