



# JOB DESCRIPTION

Hourly Staff

**Position Title:** Twelve Eighty and The Grind Promotions Coordinator

**Term of Office:** August 20 – April 30

**Supervisor:** Twelve Eighty Service Manager

**Remuneration:** Refer to MSU OPERATING POLICY 2.2 – EMPLOYMENT (WAGES) to be graded

**Hours of Work:** Variable TBD by grading

## General Scope of Duties

The Promotions Coordinator shall be responsible for the general marketing of TwelvEighty. Their major role will be to advertise TwelvEighty/The Grind events using multiple methods of media such as MSU website, Instagram, Twitter and Facebook. ~~The promotions coordinator will work with the rest of the TwelvEighty management team to stay up-to-date with up-coming events or special occasions at TwelvEighty.~~ They also must have on-going knowledge of the general organization and procedures in order to answer questions from the student body about TwelvEighty and The Grind.

## Major Duties and Responsibilities

Category	Percent	Specifics
Online Promotions Function	80%	<ul style="list-style-type: none"> <li><del>▪ Work with Service Manager to understand details on upcoming events.</del></li> <li>▪ Design and post <del>upcoming events and</del> promotions <u>and campaigns</u> through media outlets <u>in conjunction with TwelvEighty management team</u></li> <li>▪ Promote menu and other food options</li> <li>▪ Update and answer and online questions or comments <u>for both services</u></li> <li>▪ Be responsible for TwelvEighty <u>and the Grinds's</u> online identity and brand</li> <li>▪ <u>Stay current on trends regarding menu options, promotions, and social media as it relates to student life on campus</u></li> </ul>
Administrative Function	20%	<ul style="list-style-type: none"> <li>▪ Understand and be knowledgeable of MSU and TwelvEighty/<u>The Grind</u> policies as it relates to media and marketing</li> <li>▪ Understand be knowledgeable on upcoming events <u>and specials</u></li> <li>▪ Assist <del>Restaurant Manager Service Managers</del> and MSU Food &amp; Beverage Manager with any <del>online</del> <u>promotional</u> help needed</li> </ul>

### Knowledge, Skills and Abilities

- -High knowledge of online promotion mediums such as the MSU website, Twitter, Instagram -and Facebook
- Excellent interpersonal skills
- Knowledge of the over-all campus, and campus media and Hamilton community
- Ability to multi-task and complete tasks as assigned
- Must be able to work independently and as part of a team
- Ability to work under pressure and meet deadlines
- Creativity and innovation
- Oral and written communication skills are essential
- Experience working with both print and web formats is an asset
- Knowledge of professional techniques associated with marketing, event planning, promotions, and public relations

### Effort & Responsibility

- Ongoing updates of the TwelvEighty and The Grind websites, Facebook pages, Twitter feeds, Instagram accounts and other marketing mediums
- Required to be available on a regular basis to answer online questions or comments
- Ability to maintain professionalism and promote a positive image of TwelvEighty, The Grind, and McMaster Students Union as w hole
- Expected to develop new ways to increase student interactions with business units

### Working Conditions

- Majority of job can be accomplished from any computer with access to the internet
- Will occasionally need to attend meetings with the management team
- Lots of online communication with students and other patrons, with the occasional need to communicate with dissatisfied customers

### Training and Experience

- Experience leading and implementing marketing campaigns through multiple mediums
- Good command of the English language
- Knowledge of campus media
- Knowledge and connectioneed to the student base
- Previous experience with promotions preferred

### Equipment

- Personal computer or phone that has access to Facebook, Twitter, and other social media platforms.