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| MSU-logo-2001 | JOB DESCRIPTIONHourly Staff |

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| **Position Title:** | **Twelve Eighty and The Grind Promotions Coordinator** |
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| **Term of Office:** | August 20 – April 30 |
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| **Supervisor:** | Twelve Eighty Service Manager |
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| **Remuneration:** | B3 |
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| **Hours of Work:** | 8-10 hours per week |

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| **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 using multiple methods of media such as MSU website, Instagram, Twitter and Facebook. 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. |

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| **Major Duties and Responsibilities** |
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| **Category** | **Percent** | **Specifics** |
| Online Promotions Function  | 80% | * Design and post online promotions and campaigns through media outlets in conjunction with TwelvEighty management team
* Promote menu and other food options
* Update and answer and online questions or comments for both services
* Be responsible for TwelvEighty and The Grind’s online identity and brand
* Stay current on trends regarding menu options, promotions, and social media as it relates to student life on campus
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| Administrative Function  | 20% | * Understand and be knowledgeable of MSU and TwelvEighty/The Grind policies as it relates to media and marketing
* Understand and be knowledgeable upcoming events and specials
* Assist Restaurant Manager and MSU Food & Beverage Manager with any promotional help needed
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| **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 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
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| **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
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| **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
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| **Training and Experience** |
| * Experience leading and implementing marketing campaigns through multiple mediums
* Good command of the English language
* Knowledge of campus media
* Knowledge and connection to the student base
* Previous experience with promotions preferred
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| **Equipment** |
| * Personal computer or phone that has access to Facebook, Twitter, and other social media platforms.
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