

## GOOD TIMES PROGRAMMING (GTP) MARKETING AND PUBLIC RELATIONS COORDINATOR

### Scope of Responsibility

The Marketing and Public Relations Coordinator accepts the responsibility to increase campus awareness of the mission and purpose of GTP; to inform students, student media, faculty, and staff about the extent of our programming and, to develop interest in our programming successes and achievements in student leadership. The Marketing and Public Relations Coordinator also accepts the responsibility to develop an effective outreach to attract co-sponsorship opportunities. Partners in Programming creates collaborative relationships between student organizations to other campus groups to present programs, which remain within the mission of GTP. The partnerships are intended to be mutually supportive and educational.

### General Responsibilities of the Marketing and Public Relations Coordinator:

1. Maintain an accurate filing system within the area.
2. Maintain at least 8 posted office hours per week.
3. Attend weekly GTP Executive Board meetings, which will be scheduled around member class schedules, without regard to other work schedules.

### Specific Responsibilities of the Marketing and Public Relations Coordinator:

1. Develop and maintain strong working relationship with campus and community media to promote awareness of GTP and its programming.
  - a. Submit all GTP event information via press release or fact sheet to the Green Bay Press-Gazette for its Weekend edition. Also submit GTP event information to other media outlets including television and radio stations and other area newspapers when necessary.
  - b. Act as a liaison between GTP and the Fourth Estate
    - a. Submit advertisements as needed
    - b. Submit press releases or fact sheets for all events
  - c. Act as a liaison between GTP and Res Life Channel 20
    - a. Submit advertisements/ graphics for all programs
    - d. Assist programmers in utilizing other promotional services available
  - c. Submit information and media pertaining to upcoming events to the campus radio station, WFPR.
  - d. Act as a liaison between GTP coordinators/directors and the GTP Graphic Artist and Webmaster
2. Maintain, update, and promote GTP publications and advertising outlets.
  - a. Organize and help create the design of Fall and Spring brochures.
  - b. Design and maintain a monthly newsletter.
  - c. Maintain other outlets including instant messaging, Campus Life emails, and any other beneficial medium not listed here.
3. Develop, compile, analyze, and distribute results of surveys aimed at improving GTP as a whole/find out what people know and think about GTP
4. Coordinate, with the assistance of the Director of Member Development, GTP's involvement in annual Fall and Spring OrgSmorg.
5. Choose, facilitate discussion, and order promotional material such as t-shirts.
6. Develop criteria and a review process for selecting specific partnership opportunities to pursue, known as Partners in Programming.
  - a. Interact effectively and cohesively with organizations in the selection, planning, and presentation of co-sponsored events, or appoint another GTP Executive Board member to do so.
  - b. Present information about Partners in Programming to other student organizations at Orgnet every semester.
7. Act as secretary at GTP Executive Board Meetings
  - a. Distribute minutes to Executive Board members, SGA boards and webmaster within 48 hours of meeting
  - b. Maintain an up-to-date filing system of past meetings
8. Co-facilitate an Outdoor Recreational trip.
9. Assist in setup and take down of bands/events
10. Assist with the Fall/Spring large Special Events programs.
11. Attend NACA Regional Conference