I. **Title:** Phoenix Club Marketing Coordinator

II. **Description/Scope:** This position is responsible for the coordination of programs and activities that occur in the Phoenix Club, along with the general marketing of the club services and specials. The Phoenix Club Marketing Coordinator works to coordinate efforts to increase sales, target marketing downtimes within the service area, and other programmatic needs throughout the University Union.

III. **Supervisor:** The Phoenix Club Marketing Coordinator works directly with the Phoenix Club Coordinator and the League and Tournament Coordinator, and reports to the Assistant Director of Business and Retail.

IV. **Pay Level:** 3
   *Compensation according to the University Union Wage Rate Guidelines (updated fall 2013)*

V. **Time Commitment:**
   This position is required 15-20 hours per week; some night and weekend hours may be required.

VI. **Responsibilities:**
   - Help in developing and maintaining of a quality level of weekend programming on campus.
   - Participate in all Phoenix Club meetings, along with any leadership activities planned for the University Union coordinators.
   - Develop and keep up-to-date, an advertising binder including copies and samples of promotional materials, program timelines and plans for each year.
   - Develop and market the After Hours dances, karaoke, bands, and any other special program ideas/needs.
   - Research and monitor current trends in programs/activities.
   - Assist with the coordination and delegation of program promotional material.
   - Assist in the development of all marketing efforts for the Phoenix Club, including any marketing through campus means.
   - Coordinate any activities/sales to coincide with Union-wide program, to encourage unity within the organization, while building customer service.

VII. **Qualifications:**
   The applicant should have a strong education background in marketing and advertising principles. Knowledge of campus events, programs, and union services is necessary. Excellent communication, organizational, investigative and written skills are required. The applicant must be comfortable working with a variety of people, must be flexible, and creative. Experience with graphic design computer software and past experience with event programming is a plus.

   **All UW-Green Bay University Union student employees are required to be enrolled for at least 6 undergraduate or 5 graduate credits per semester with minimum cumulative GPA of 2.0.**

Revised: 6/13