



Media and Promotions Specialist

Job Description

I. SCOPE OF RESPONSIBILITIES:

The Media and Promotions Specialist is responsible for building campus awareness of the mission and purpose of GTP; informing students, faculty, staff, and the media about the organization's programming; and developing interest in GTP's programming successes and achievements in student leadership. The Media and Promotions Specialist reports to the designated Program Coordinators in the Office of Student Life.

II. SPECIFIC RESPONSIBILITIES

A. General Responsibilities of the Media and Promotions Specialist:

1. Maintain accurate computer records.
2. Maintain at least 10 posted office hours per week, excluding Executive Board meetings.
3. Attend weekly GTP Executive Board meetings, which will be scheduled around member class schedules, without regard to other work schedules (approximately 2 hours per week).
4. Attend mandatory training sessions prior to the start of each semester. Training may be held retreat style – overnight at an off-campus location.

B. Specific Responsibilities of the Media and Promotions Specialist:

1. Develop and maintain strong working relationships 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. Assist programmers in utilizing other promotional services available
2. Take photos at all GTP events or assign an alternate. Post photos to GTP website.
3. Maintain and update GTP website.
4. Maintain, update, and promote GTP publications and advertising outlets.
5. Assist the Student Life staff with the design of Fall and Spring brochures.
6. Maintain other outlets, including, but not limited to: Student Life Web Event Calendar, Twitter, Facebook, GTP Blog.
7. Develop, compile, analyze, and distribute results of surveys aimed at improving GTP as a whole/find out what people know and think about GTP.
8. Coordinate, with the assistance of the General Manager, GTP's involvement in annual Fall and Spring OrgSmorg.
9. Create and install semesterly displays in the MACH display case.
10. Facilitate discussion about, select, and order promotional material such as T-shirts.
11. Act as secretary at GTP Executive Board meetings.
 - a. Distribute minutes to Executive Board members within 48 hours of meeting.

- b. Maintain an up-to-date filing system of past meetings.
12. Assist (when needed, and in accordance with hours) in the set up and take down of bands/events.
13. Assist with the Major Concert each semester.
14. Attend NACA Regional Conference.

III. QUALIFICATIONS AND SALARY:

All University of Wisconsin-Green Bay Student Life employees are required to be enrolled for at least 6 undergraduate or 5 graduate credits per semester with a minimum cumulative GPA of 2.0.

Applicants must have completed at least one semester of full-time enrollment at UW-Green Bay.

Successful applicants will possess excellent interpersonal and communication skills (written and verbal), strong decision-making skills, and good judgment. A record of co-curricular participation/campus involvement programming experience preferred. Successful applicants will display enthusiasm, a positive attitude, and a willingness to learn.

The Media and Promotions Specialist position requires some evening and weekend hours.

This is an hourly position with a starting wage of \$8.25 per hour. \$0.10 semesterly raises will be granted dependent upon positive performance evaluations.

Revised January 2016