



# Communications Manager

## Job Description

### I. **SCOPE OF RESPONSIBILITIES:**

The Communications Manager 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 Communications Manager reports to the designated supervisor(s) in the Student Engagement Center.

### II. **SPECIFIC RESPONSIBILITIES**

#### A. **General Responsibilities of the Communications Manager:**

1. Maintain accurate computer records.
2. Maintain at least 15 posted office hours per week, excluding Executive Board meetings and event assistance.
3. Attend weekly GTP Executive Board meetings, which will be scheduled around member class schedules, without regard to other work schedules (approximately one hour per week).
4. Schedule and attend weekly meetings with direct supervisor (approximately 30-45 minutes per week) to discuss active priorities and responsibilities.
5. Attend mandatory training sessions prior to the start of each semester.

#### B. **Specific Responsibilities of the Communications Manager:**

1. Develop and maintain strong working relationships with campus and community partners to promote awareness of GTP and its programming.
  - a. Attend GTP events that occur during and outside of posted office hours, supporting programmers in their events and engaging with attendees.
  - b. Engage programmers in utilizing a variety of promotional services available.
2. Manage, update, and promote GTP events utilizing social media outlets.
  - a. Including, but not limited to: Instagram, Facebook, TikTok.
3. Ensure that all events are being promoted in dynamic ways beyond the traditional norms (whiteboarding, mannequin styling, word-of-mouth, other unique marketizing opportunities).
4. Constantly develop new marketing, outreach, and engagement opportunities.
5. Attend bi-weekly meetings with the union marketing team to discuss programmer marketing requests and coordinate social media posts.
6. Facilitate discussion about, select, and order promotional materials (such as costumes, t-shirts, giveaway items, booth supplies, etc.)
7. Coordinate, with the assistance of the Office Manager, GTP's involvement in the annual Fall and Spring OrgSmorg.
8. Act as secretary during 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.
9. Assist (when needed) in the set up and take down of events.
10. Facilitate volunteer and fundraising efforts when appropriate.
11. Required attendance and social media run-throughs at monthly GB Nites.

### III. QUALIFICATIONS AND SALARY:

All University of Wisconsin-Green Bay Student Engagement 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 Communications Manager position requires some evening and weekend hours.

This is an hourly position with a starting wage of \$13.50 per hour. \$.25 annual raises will be granted dependent upon positive performance evaluations.

**If other commitments conflict with Good Times Programming responsibilities, you may be asked to choose between the Good Times position and other commitments.**

*Revised July 2026*