

Student Programming Council Director of Marketing Position Description

The SPC Director of Marketing is responsible and accountable to the Student Programming Council Board of Directors for developing a well-balanced and successful program marketing and advertising campaigns and other related activities suited to the needs and interests of the entire student body of Southern Illinois University Carbondale. These activities should include coordinating SPC newspaper advertising managing the SPC website, distributing SPC promotional items, producing SPC volunteer recruitment activities, generating press releases, coordinating promotional events, designing display cases and producing banners.

Board of Directors Requirements

1. Prepare and present all official committee business for approval by SPC Board of Directors.
2. Keep SPC Board of Directors and University Programming Office staff informed of all committee decisions, programs and activities.
3. Schedule, post and maintain a minimum of 8 office hours per week within regular business hours during fall and spring semesters.
4. Attend and participate in all SPC Board of Director required meetings, programs and events.
5. Support and represent all activities, decisions and personnel of the Student Programming Council.
6. Maintain regular/daily contact during breaks, with UPO staff and SPC Executive Director to manage committee business, programs and events.
7. Develop a working knowledge of and operate within the rules, policies and procedures of the Student Programming Council and Southern Illinois University Carbondale
8. Develop and submit the proposed committee budget for the upcoming fiscal year for approval by the SPC Board of Directors.
9. Schedule time for training and facilitate the orderly transfer of power with the Director-Elect.
10. Represent the best interests of the students and vote on all business before the SPC Board of Directors.
11. Perform other related duties as required by the SPC Board of Directors.

Committee Director Requirements

1. Recruit and retain the required number of committee members needed to conduct business.
2. Schedule, post and chair weekly committee meetings during fall and spring semesters.
3. Keep committee members informed and involved in all committee business and decisions.
4. Delegate responsibilities to and supervise all activities of committee members.
5. Maintain the committee membership list and submit it to the SPC Director of Membership as required.
6. Serve as official scheduling officer for all committee programs, events and meetings.
7. Manage the committee operating budget as approved by the SPC Board of Directors
8. Organize and maintain the committee office space, files, resources and equipment.

Programming Requirements

1. Establish and coordinate a well-balanced program reflecting the needs and interests of the entire SIUC student body for SPC image marketing campaigns, volunteer recruitment activities and other SPC promotional activities.
2. Plan and produce all committee programs and events in an effective and timely manner.
3. Develop and submit written evaluations of all committee program and events in a timely manner.
4. Seek out and secure co-sponsorships with student organizations, campus departments, community organizations and businesses.
5. Consult with each committee director and ensure that they develop and implement effective promotional strategies for all committee programs and events.
6. Coordinate the placement and production of all SPC advertising in the Daily Egyptian, Southern Illinoisan and Carbondale Nightlife,
7. Develop and maintain effective working relationships with the Daily Egyptian, University News Services, Student Center Marketing and area newspaper, radio and television representatives.
8. Supervise all activities, the day of each event, as required to produce a successful program.
9. Develop and implement surveys to determine the programming needs and interests of the students and measure effectiveness of marketing strategies.
10. Coordinate the preparation and distribution of all SPC press releases.
11. Manage the design, content and technical aspects of the SPC Website and ensure that it is effective and accurate.
12. Develop an understanding of current trends in the marketing and advertising industries and conduct research necessary to determine potential and appropriate programs.
13. Negotiate with local media representatives, the best dates and prices for advertising.
14. Coordinate with the Director of Membership all SPC Director and general committee member recruitment activities.
15. Supervise the scheduling and production of display cases and banners within the student center for all SPC committees and events.

Director-Elect Requirements

1. Schedule, post and maintain a minimum of 5 office hours per week within regular business hours while serving as Director-Elect.
2. Attend and participate in all required Director-Elect meetings, events and training programs.
3. Attend and participate in as many SPC Marketing committee meetings and programs as possible.
4. Coordinate hands-on training and the orderly transfer of power with the current SPC Director of Marketing.

Eligibility Requirements

1. Must be enrolled for a minimum of 6 credit hours at SIUC and attending classes.
2. Must have and maintain an overall grade point average of 2.00 or higher and be in good standing (academically and disciplinary) at SIUC.
3. Should have some direct experience with marketing, programming, computer graphic design and knowledge of area resources.
4. Must have the ability to motivate and work with students, other SPC Directors, and university staff.

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