



University Program Board Marketing Director

The University Program Board (UPB) Marketing Director is a member of the UPB Executive Board at Chapman University. In support of the Student Affairs Learning Outcomes, the Marketing Director is responsible for coordinating the marketing strategy for UPB, ensuring that UPB realizes its mission of enhancing student life and meeting student program needs and desires. Through the execution of the responsibilities below, the Marketing Director helps UPB build a stronger connection between Chapman students and their university.

Responsibilities:

- Coordinate the marketing strategy for UPB including, but not limited to, the UPB website, external weekly newsletters (events and copy for the JP newsletter), digital marketing displays, social media, guerrilla tactics, graphic designs, promotional materials, merchandise, and program publications, and copy/caption creation.
 - Run all social media accounts (Instagram, TikTok, etc.)
- Cultivate new ideas for raising campus awareness of UPB events (i.e. Tabling Events, giveaways, promotional events).
- Develop interactive marketing events such as contests, games, etc. for large-scale programs including annual speakers and concerts.
- Lead and supervise the Marketing Assistants to provide quality marketing for UPB. Oversee the Marketing Calendar which includes the marketing request form, Marketing Assistant tasks, drafts and final post deadlines, posting dates, merch orders, etc.
- Lead and supervise the students in the Marketing Committee.
- Actively participate in weekly UPB executive board meetings and bi-weekly UPB Friday committee member meetings.
- Facilitate bi-weekly meetings for the Marketing committee.
- Maintain a positive working relationship with UPB Chair, Graduate Advisor, Advisor, executive board members, and committee members.
- Prepare for weekly meetings with UPB Chair.
- Prepare for weekly meetings with UPB Marketing Team (Marketing Director & Marketing Assistants)
- Prepare for meetings with Directors bi-weekly for their event promotions
- Create and effectively communicate short-term and long-term visions for UPB brand awareness and overall marketing



Qualifications:

Required

- Experience with utilizing marketing concepts
- Strong creative ability
- Substantial experience leading a team
- Ability to manage conflict effectively
- High attention to detail and excellent organizational skills
- Integrity and Commitment
- Ability to meet deadlines
- Exceptional intercommunication and interpersonal skills
- Ability to work independently with little supervision
- Ability to work evening and weekend hours, as necessary
- Ability to adapt to circumstances and handle adversity
- Outstanding work-ethic and professionalism
- Ability to use standard office equipment including computer, copier, and telephones
- Minimum of a 2.5 GPA

Desired

- Effective public speaking skills
- Demonstrated desire to learn
- Knowledge of or experience with campus policies and procedures
- Effectiveness in establishing rapport with Chapman professional staff
- Love for Chapman University
- Experience as a UPB Director or Committee Member
- Familiarity with departments and organizations at Chapman
- Ability to lift objects of 45 lbs.



Time Commitment*:

- Summer work required beginning the week of July 8, 2024. Interterm work required beginning the week of January 6, 2025 (tentative).
- Work approximately 15 hours per week during the Fall and Spring semesters. 10-12 hours/week during Summer and Interterm.
- Maintain a minimum of 8 office hours per week in Fall, Interterm and Spring.
- Attend weekly Executive Board meetings.
- Lead bi-weekly committee meetings.
- Attend bi-weekly CM Friday meetings.
- Meet weekly with the Marketing Team (Marketing Director & Marketing Assistants).
- Meet bi-weekly with each Event Director.
- Meet weekly 1-1 with the Chair and GA.
- Attend mandatory UPB programs in the 2024-2025 school year
 - Fall Concert
 - Midnight Breakfast (Fall & Spring)
 - Spring Sizzle
 - Fall/Spring Speaker
 - Drag Show
 - Orientation Dance
- Attend the following training days:
 - Transition Day (for New Executive Board): week of May 3, 2024
 - Start Date: week of July 8, 2024
 - Executive Board training: week of July 8, 2024 (tentative)

*Please note these dates are subject to change