

BENTLEY Student Programs & Engagement

Job Description – Event Marketing Specialist

Position Title: Event Marketing Specialist

Department Team: HYPE Marketing Team

Pay Rate: \$15.00 / Hour

Supervisor: Associate Director of Student Programs & Engagement

HYPE Marketing Team Mission Statement

The HYPE Marketing Team (Highlighting Your Programs and Events) embodies and amplifies Student Programs & Engagement's mission by highlighting opportunities for social connections and student development on campus. Using creative marketing strategies and a strong departmental brand, HYPE creates an awareness and excitement around departmental programs, student organization events, and student-centered initiatives. HYPE achieves their mission through marketing and branding support, highlighting student voices, providing live coverage for campus programs and events, and documenting the student engagement experience.

Position Summary

Event Marketing Specialists are part of the Event Marketing Team, which is primarily responsible for engaging in interactive marketing efforts for the Student Programs & Engagement department. Student Programs & Engagement programs include departmental events, student organization events, and other annual social, educational, and celebration programs for the student body. Event Marketing Specialists attend campus events, take photos and videos, and post to social media accounts to capture and display live engagement opportunities for the Bentley community.

Responsibilities

- Attend campus programs and events upon request, to create coverage of the event by photographing, editing, and uploading photos to BentleySPEak in a timely manner.
- Post to social media accounts while staffing events to market events to students and generate a buzz for campus engagement.
- Participate in departmental marketing campaigns, such as interactive advertisement efforts designed to reflect upon major departmental programs.
- Create video content to be used for social media campaigns and departmental initiatives.
- Write content for BentleySPEak regarding student organization and departmental initiatives and highlighted events.
- Ensure a consistent and cohesive departmental brand is used in all marketing materials.
- Attend weekly Event Marketing Team meetings to review projects and event staffing assignments.
- Attend regular one-on-one meetings with the Event Marketing Director, HYPE Director, and/or Program Coordinator.
- Other duties as assigned by the Student Programs & Engagement Professional Staff.

Scheduled Shift Times

HYPE staff members are required to hold two office hours each week within the Student Center between the hours of 8:30 AM – 4:30 PM, Monday – Friday. Scheduled office hours remain the same each week and can be used as needed for project work. Additional shifts include all work completed outside of office hours, including event coverage, photo and video editing, and graphic creation. Staff are permitted to work between 8-10 hours per week. Event coverage shifts are available to be picked up as needed.

Qualifications

- Must be a reliable, trustworthy, team player who will be a contributing member of the staff.
- Must have the ability to manage several projects at once.
- Must have keen attention to detail and the ability to give feedback to team members.
- Must have advanced skills in photography and videography, as well as basic skills in Adobe Premier Pro, Lightroom, Photoshop, or other comparable photo and video editing softwares.
- Must have an understanding of marketing trends, terminology and strategy, specifically related to photography, video, social media, interviewing, and website management.
- Must have the ability to be creative, flexible, collaborative, and take initiative in developing new and innovative ways to engage students via campus marketing campaigns.
- Must have the ability to be communicate with team and supervisor on a regular and frequent basis, both in-person, and remotely.
- Must act in a professional manner and as a positive representative of the department.
- Must follow all HYPE and Student Programs & Engagement employment policies.
- Must attend all HYPE staff meetings and trainings.
- Must be able to return to campus early for mandatory training at the beginning of each semester. Staff members who live in campus residence halls will be approved to move into their rooms early for training.
- Must remain an enrolled undergraduate student at Bentley University, in good academic and judicial standing with the university throughout the length of employment. Current staff members can apply to return to the staff during their graduate year(s).

Mandatory Dates

Tentative Spring 2023 Semester Training: January 18 – January 22

All Staff Meetings: Biweekly, on Tuesday or Wednesday, 2:00 PM – 3:00 PM

Event Marketing Team Meetings: Weekly, based on availability of group

- Attendance at all mandatory dates is expected from staff members. Candidates must address any potential conflicts during the interview process.
- Prior approval must be requested and granted in order to miss a mandatory obligation.
- Training dates are tentative. Please check with your supervisor before making travel arrangements.

Supplemental Application Materials

Photo, video, and writing samples required with your application. Visit www.BentleySPEak.com/hiring for portfolio examples.