

BENTLEY Student Programs & Engagement

Job Description – HYPE Director

Position Title: HYPE Director

Department Team: HYPE Marketing Team

Pay Rate: \$15.75 / 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

The HYPE Director is responsible for the management of Student Programs & Engagement's student-led marketing team, HYPE (Highlighting Your Programs & Events). Management of the team includes general oversight of projects and delegation, frequent communication with SP&E staff regarding departmental initiatives and events, and maintaining vision for long-term strategic planning. HYPE markets a variety of Student Programs & Engagement programs, which include departmental events, Programming Team programs, student organization events, and other annual social, educational, and celebration programs for the student body.

Responsibilities

- Manage a team of two assistant directors and eight specialists, providing oversight and support.
- Organize and manage logistics of HYPE team, including hiring decisions, retreat planning, staff meetings, accountability, staff development, employee recognition, and staffing.
- Lead weekly Leadership Team meetings and bi-weekly staff meetings, in conjunction with supervisor, to coordinate assignments and new projects, ensure exploration and implementation of departmental initiatives, and maintain vision of team objectives and long-term strategic planning.
- Update Student Programs & Engagement Discord featuring recent and upcoming campus events, student organization monthly recognition, and SP&E departmental news and updates.
- Monitor the HYPE email account and HYPE Programs & Events Form, communicating professionally and in a timely manner to students and organizations seeking HYPE services.
- Oversee HYPE budget, including managing detailed spreadsheet of purchases, record-keeping of receipts, and completing transaction verifications in Workday in a timely manner.
- Facilitate positive relationships with HYPE and student organizations via the HYPE Feedback Form, sent out on a weekly basis. Follow up with student organizations based on satisfaction of services.

- Attend weekly one-on-one meetings with supervisor to provide updates on operations of team, staff morale, budget, and strategic plan.
- Meet biweekly with Creative Director and Event Marketing Director to provide guidance and support, as well as discuss ongoing projects and deadlines.
- Meet monthly with Programming Team Manager to discuss strategies for collaboration, check-in on ongoing projects and deadlines, and facilitate a supportive and positive relationships between teams.
- Hold at least one individual meeting with team members each semester to check-in, set goals, and evaluate work.
- Support event marketing shifts or graphic design projects when needed based on skillset.
- Facilitate a positive and communicative relationship between Student Programs & Engagement and HYPE student employees.
- Other duties as assigned by the Student Programs & Engagement Professional Staff.

Scheduled Shift Times

HYPE team 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. 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. All shifts must be logged and verified via SubItUp to confirm working hours.

Qualifications

- Must be a current member of the HYPE Marketing Team.
- Must be a reliable, trustworthy, team player who will be a contributing member of the staff.
- Must have the ability to manage several projects and staff members at once.
- Must understand marketing trends, terminology, and strategy, including social media, graphic design, photography, and videography.
- Must have the ability to be creative, flexible, collaborative, and take initiative in developing new and innovative ways to engage students with departmental and student organization programs, news, and stories.
- Must have knowledge of Adobe Creative Cloud applications or equivalent applications.
- Must have the ability to communicate with team, supervisor, and other SP&E staff 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 team 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 Fall 2023 Semester Training: August 27 – September 2, 2023

Tentative Spring 2024 Semester Training: January 17 – January 21, 2024

All Student Employment Staff Meeting: Wednesday, October 18, 2023, at 2:00 – 3:30 PM

All Student Employment Staff Meeting: Wednesday, March 20, 2024, at 2:00 – 3:30 PM

Leadership Team Meetings: Weekly, based on availability of group

All HYPE Staff Meetings: Bi-weekly, on Tuesday or Wednesday, 2:00 PM – 3:00 PM

- 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.