

BENTLEY Student Programs & Engagement

Job Description – Event Marketing Director

Position Title: Event Marketing Director

Department Team: HYPE Marketing Team

Pay Rate: \$15.50 / 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 Event Marketing Director is responsible for capturing live engagement hosted by student organizations and Student Programs & Engagement, as well as managing the departmental website, BentleySPEak. The Event Marketing Director manages a team of Event Marketing Specialists and a Social Media Specialist. 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 three Event Marketing Specialists and one Social Media Specialist.
- Assign and manage marketing requests, including staffing photographers and videographers at events, highlighting upcoming events on social media, managing video projects, and ensuring that engagement opportunities and recaps are displayed on BentleySPEak.
- Assist with management of the Event Marketing Team, including hiring decisions, retreat planning, staff meetings, accountability, staff development, employee recognition, and scheduling.
- Attend weekly Leadership Team meetings to coordinate assignments and new projects, ensure exploration and implementation of departmental initiatives, and maintain vision of team objectives and long-term strategic planning.
- Hold scheduled Event Marketing Team meetings to review project assignments, discuss updates with the team, and offer professional development opportunities to enhance skills.
- Monitor the HYPE Programs & Events Form in collaboration with Leadership Team, communicating professionally and in a timely manner to students and organizations seeking HYPE services.
- Coordinate meetings with student organization representatives and Event Marketing Specialists to support organizational and departmental initiatives.

- Meet regularly with the Social Media Specialist to assist with the planning and execution of social media presence, vision, and calendar.
- Facilitate and participate in the creation of engaging and dynamic team initiatives each semester that highlight the student experience.
- Collaborate with Programming Team Manager to review requests and act as a liaison between HYPE and the Programming Team.
- Ensure a consistent and cohesive departmental brand is used in all marketing materials.
- Attend biweekly one-on-one meetings with supervisor and HYPE Director to provide updates on operations of team, staff morale, and project status updates.
- Facilitate a positive and communicative relationship between Student Programs & Engagement and HYPE student employees.
- Support event marketing shifts by taking assignments when needed based on skillset.
- Update and maintain BentleySPEak, the Student Programs & Engagement website.
- 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 have keen attention to detail and the ability to give feedback to team members.
- Must understand 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 advanced skills in photography and videography, proficient written skills, and an understanding of Adobe Premier Pro, Lightroom, and Photoshop, or equivalent platforms.
- 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

Event Marketing 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.