



JOB DESCRIPTION

Position: Marketing and Events Manager

Reports to: General Manager

Position Summary

The primary purpose of this position is to oversee the visual and communications identities of SMSUA. The manager will be a professional who understands that a positive customer relationship is the key to success and will provide strategic direction for the implementation of tactical initiatives to get us there both on campus and online. The manager will ensure that the Students' Association membership is fully informed of all events, activities and announcements of the association and will also ensure that communication is flowing properly within the association's internal network of student representatives, service volunteers and staff. The manager will develop and maintain communication strategies and methods that enable communication to flow effectively, responsibly and in a timely manner while being required to handle sensitive information that may be confidential in nature. Acting as a senior advisor to the Association as to ways to maintain and improve the quality, accessibility, promotion and profitability of matters within his/her sphere of influence. The manager works collaboratively with the General Manager to operate the Promotions/Events Department. Marketing responsibilities involve the internal and external communications initiatives, including service and event promotion, the student handbook, yearbook, maintaining the Students' Association website and all electronic media, creating and distributing newsletters, e-newsletter, twitter, social media, business cards, an annual Presidents' Report and the SMUSA brand. Negotiating and contracting with vendors and artists for a variety of services related to promotions and special events. This position is also required to secure special event sponsorship and prepare and maintain advertising packages for distribution to advertising/sponsorship clients and to foster positive relationships with these clients. In addition, the incumbent will participate in the budget development process and be responsible for maintaining control of revenues and expenses. Under the direction of the General Manager the Marketing and Events Manager will execute and coordinate all SMUSA marketing.

General Responsibilities

1. To coordinate the recruiting, interviewing, training, motivating of approximately five part time student staff.
2. To work closely with the General Manager to maintain and implement human resource policy and procedure.
3. Ensuring compliance by the Association of all policies of the University and laws of Nova Scotia.
4. Act as the brand manager for SMUSA and to integrate all marketing activities to reinforce the brand.
5. Serve as the website champion to attract members and create a virtual community that continues to grow and attract more traffic.
6. Serve on any staff committees as assigned by the General Manager.
7. Shall maintain and update all employee and department manuals to ensure that they are kept current and contain all the necessary information to follow employment duties.
8. Serve as a member of the senior management team with responsibility for initiating policy, developing procedure, long range planning, setting annual goals and objectives and regularly reporting to and consulting with the General Manager on the activities undertaken in the operations.
9. Aid in the negotiation of contracts such as maintenance agreements, equipment and inventory suppliers, and assists in evaluating their viability on an annual basis. Once contracts are secured to then be responsible for managing those contacts.
10. Under the direction of the General Manager he/she will participate in general staff meetings, weekly senior management and executive meetings and professional development opportunities as they arise.
11. Proof and edit all SMUSA pamphlets, posters and publications including the Student Handbook and the Yearbook as well as the annual Presidents' report.
12. Solicit advertising for the student handbook.

13. Develop suitable equipment replacement and software upgrade schedules in order to stay current with technology.
14. Direct all awareness weeks such as, but not limited to, Orientation Week, Alcohol Awareness Week and Winter Carnival Week.
15. Monitor and evaluate on a regular basis that business trends are effective and subsequently implement new business procedures when necessary to maintain stability and enhance productions.
16. Responsible for the ordering of all inventories and supplies for the events and marketing department to ensure that business operations run efficiently and effectively.
17. Assist in the recruiting of all entertainment which includes submitting offers and negotiating contracts. Ensures that contracts are fulfilled and satisfied. All contracts are signed by the General Manager.
18. Responsible for the ordering of all tickets and to reconcile all revenues and reports all variances to the General Manager.
19. Build strong positive relationships with internal and external customers. Deliver the highest quality of service. Anticipate needs and develop a reputation for responsiveness.
20. Demonstrate vision, inspire confidence, encourage participation, instill enthusiasm for institutional and personal professional goals, secure group action, treat individuals fairly and with respect, functions effectively under pressure.
21. Seek and maintain positive working relationships within and among departments. Facilitate the work of others. Seek input of others respecting diverse opinions and ideas. Work as a team with a common purpose.
22. Assist the VP of Student Life with Orientation Week.
23. Support the Association team by taking on added initiatives as required and anything else deemed necessary by the General Manager.
24. Work with the General Manager to develop operating budgets for marketing and events.
25. Follow established guidelines for the use of funds, monitor account regularly and report variances to the General Manager and recommend changes as required. Ensure and practice fiscal responsibility and fiscal control.

26. Responsible for strategic planning within marketing/events including development of business plans.
27. Adhere to Financial Policy.
28. Ensure controls of revenues and expenses are followed and abided. Reconcile sales, inventories and deposits. Monitor deviations, determine solutions and report variations to the General Manager.
29. Protect all assets and working capital and maintain security measures to ensure that the Association is protected.
30. Work closely with the General Manager and the Accounting Administrator to ensure that accounts payable and accounts receivable are reconciled net 30 days.
31. Negotiate supplier contracts and agreements with the General Manager as required. Investigate new revenue generating business ventures for the Students' Association and serve as a resource to the General Manager in this regard.
32. Assist in the preparation of the monthly financial statements and also ensures that departments are fiscally prepared for year end and corresponding audit.
33. Maintain control of pay sheets and time cards within operations and ensures that student staff submit accurate payroll.
34. To solicit sponsorship and support from the community and to work with these supporters of Orientation Week to ensure that all requirements and obligations are met.
35. To establish non-financial relationships with the local and the University communities to ensure that all students are presented with everything and anything that meets their needs and expectations.
36. This package must contain adequate resource material, event information, SMU paraphernalia and anything else deemed necessary to aid in the transition to University life.
37. To represent the Students' Association as a member of the university's Orientation Committee by attending all meetings of the Committee. To establish relationships with the various University departments to make certain that Orientation Week is fully endorsed and receives full support.

38. Coordinating society information on SMUSA.ca
39. Working with societies to maintain an online events calendar.
40. Training societies on how to properly maintain financial records and to work within the terms and conditions of the Treasures Handbook.
41. Responsibilities also include the audit of the society's financial records once per semester and reporting all findings to the Society Committee.
42. Coordinating the opening and maintenance of society bank accounts and ensuring that all societies are properly managing their funds and exercising fiscal responsibility.
43. Ensuring that all societies are trained and comply in the online Student Event Risk Management (SERM) process and that all societies have a Primary Event Organizers (PEO) trained.
44. Ensuring that all SMUSA led event plans are subject to, and pass, SMUSA's Risk Management process (SERM)
45. Working collaboratively with the VP of Student Life to adequately promote events through posters, website, social media, and intercept marketing.
46. Engaging and communicating with partners, sponsors and advertisers as necessary.
47. Acquiring feedback from participants, staff, partners and sponsors to gauge each event's success.
48. Disseminating all relevant information and protecting all confidential information of the association. Working collaboratively with the VP of Student Life in drafting press releases and coordinating media events.
49. Other related duties as requested by the General Manager.