

APPLY BY SEPT 29 @ 11:59PM



ENGAGE MENT CAMPAIGN

A woman with long blonde hair, wearing a red dress and glasses, is sitting on the letters "G", "A", "G", and "E" of the word "ENGAGE". A man with a beard, wearing a red jacket, a grey scarf, and a beanie, is sitting on the letter "E" of the word "MENT". The entire scene is overlaid on a dark blue background.

Marketing and Events Team Recruitment
SEPT-JAN | 10-20hrs monthly



STREET TEAM

In charge of communicating upcoming revitalization plans for the Students Union Building and The Myer Horowitz Theater, promoting notable events scheduled in the fall semester, and spreading awareness of the SUB 50th anniversary and what it means for student engagement on campus for the 2017-2018 and future years.

SEPT-JAN: TOTAL HRS = 65hrs.

PERKS

Co-curricular: Gain valuable experience engaging with the student body at large. Volunteering with the Students' Union introduces you to an excited group of students ready to create experiences for the student body and helps the Students' Union as an organization provide better services to enhance the experience of every student. This Volunteer position will also contribute to your Co-curricular Record!

Swag:

- 10% off discount card for all SU businesses
- UASU hoodie
- VIP entrance and Free Admission to all SUB 50 + Student Events Initiative events including: Movie Night, Singer-Songwriter Showcase, Speaker Series



ROLES AND RESPONSIBILITIES

Volunteer onboarding + skill-building + debriefs

SEPT-JAN (ongoing) | 1-3 hours monthly = 15 hours max

- Initial onboarding and familiarization session
- Training sessions for various activities
- Debriefs after every Street team week

Open Feedback Scouting

SEPT 27-30th | 5-10hrs

- Engage with students in public areas on campus about what makes the U of A experience awesome
- Prompt meaningful feedback and act as a Students' Union messaging ambassador.
- Set-up street team stations and help pick best targeted areas
- Photo document feedback and organize public suggestions
- Relationship building with Student Council and GFC candidates
- Relationship building with Student Group Executives

Student Events Initiative launch and promotion

OCT 25-31 + NOV 20-24 + DEC 11-15 | 5-10hrs monthly = 30hrs max

- Set-up street team stations and help pick best targeted areas

CLASS VISITS:

- Play promotional video created for the purposes of spreading awareness
- Present a short announcement based on upcoming events and imperative points that will initiate support for the upcoming campaign
- Be prepared to answer any questions if they arise
- Offer the students a point of contact to provide their feedback or to ask questions regarding the presentation they have seen

EVENTS SUPPORT:

- Assist in brainstorming for further ways to engage students in the winter semester including events, and methods of communicating information
- Facilitating events included in the 50th anniversary celebration
- Help coordinate and run events and sessions with Lead Coordinator
- Assist in focus-group facilitation and documentation

What We Hear/ What We'll Do Campaign

JAN 22-26 | 10 hours

- Presentation of final campaign created with student feedback from Fall Semester
- Promotion of finalized messaging and Student Events Initiative
- Facilitation of campaign special events including: open houses, theater tours, info tables, Street Team public displays etc...

ENGAGEMENT + MEDIA AMBASSADOR



In charge of social media platforms promoting the campaign for a revitalized student-focused SU initiative. These platforms will reflect updates on the street team plans so students get exposure to what the revitalization will entail, promotion of upcoming events using photos, videos and any other media necessary to draw a large audience to various events hosted in SUB and particularly the Myer Horowitz Theatre.

SEPT-JAN: TOTAL HRS = 100hrs.

PERKS

Co-curricular: In charge of social media platforms promoting the campaign for a revitalized student event center. These platforms will reflect updates to what the revitalization will entail, promotion of upcoming events using photos, videos and any other media necessary to draw a large audience to various events hosted in SUB and particularly the Myer Horowitz Theatre. This Volunteer position will also contribute to your Co-curricular Record!

Swag:

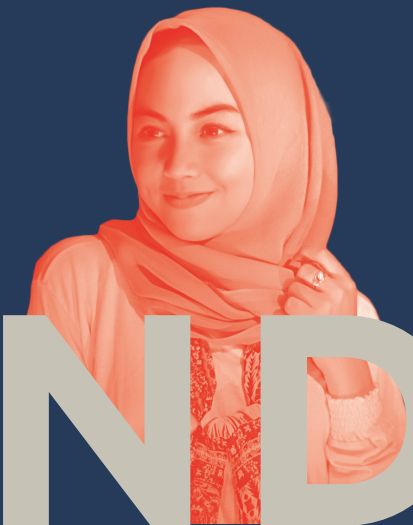
- 10 coffee gift card for Undergrind/Daily Grind
- 10% off discount card for all SU businesses
- UASU hoodie
- VIP entrance and Free Admission to all SUB 50 + Student Events Initiative events

ROLES AND RESPONSIBILITIES

What We Hear/ What We'll Do Campaign

SEPT-JAN | 10-20hrs monthly = 100hrs max

- Create social media marketing plan and advise on strategic implementation techniques
- Make posts on Facebook, Instagram and Twitter to notify students of upcoming events
- Keep the page active using creativity to come up with various contests, updated plans for the Theatre and give-aways at events
- Promote volunteer opportunities
- Assist with brainstorming further methods of student engagement
- Liaise with Marketing Department for asset creation
- Document events for internal and external marketing
- Work closely with the Capital Campaign Coordinator to solidify marketing implementation strategies.



SOUND GOOD?

Submit an [application form](#) by **SEPT 29th @ 11:59pm**