



## Student Activities Board

### SAB Marketing Executive Board Member Position Description

#### **Mission Statement:**

Promoting a safe and welcoming environment for MSUB's community by hosting exciting and engaging events. SAB is an inclusive platform of opportunities to build upon leadership values within a family-like structure.

#### **Purpose of Position:**

SAB's Marketing Executive Board Member is the lead on all marketing strategies for events, recruitment, and anything SAB related that needs to be promoted.

#### **Qualifications:**

This is a student position; to be eligible for employment you must be a full time student in good academic and student conduct standing with a GPA of 2.5 or above; have the ability to learn quickly; work both independently and with a group and complete tasks in the allotted time; be capable of handling emergencies in a calm and rational manner. Prior experience on the Student Activities Board is preferred, however, new members are also eligible. In addition, you must be able to perform the duties of the position listed below.

**Compensation:** A stipend of \$500 per semester.

**Hours:** SAB Marketing Executive must report and attend to 3 office hours per week at a rate of \$10 dollars per hour- up to a maximum of 50 hours per semester. SAB Executive Board Members will be responsible for attending all events and working the hours necessary to execute them properly.

#### **Duties:**



### **Event/Program Planning**

- Lead in board functioning such as help run board meetings and delegating tasks for the general board on marketing strategies.
- Take pictures at the events to post to the social media pages during and following events.
- Create a marketing strategy for each SAB event and train each member on how to execute the individual steps.
- Report marketing data and observations to the Secretary for each event evaluation.
- Assist with all events that are supported or sponsored by the board.
- Assist with and direct set up and take down rooms to specification of conference or event. This may include but is not limited to: moving tables, chairs and other equipment, setting up AV equipment, etc.
- Coordinate tabling and promotional events in accordance with Secretary as needed.

### **Administrative Duties**

- Check email, social media, and phone messages daily; handle student and public inquiries on all platforms.
- Making signage and promotional materials and teaching others how to make such designs.
- Keep the SAB Website up-to-date and suggest changes to the executive board.
- Recruit and retain new members of the Student Activities Board.
- Table and promote the Student Activities Board and its events as needed.
- Attend all SAB meetings unless otherwise excused by the SAB Chair.
- Utilize basic computer programs.
- Compile reports and other paperwork as assigned.

### **Other duties as assigned**