



## Campus Engagement Director

Blue Devil Productions mission is to enhance campus life and student engagement by bringing live music, comedy, and films to UW-Stout's campus. The Campus Engagement Director is a paid position on the Blue Devil Productions Executive Board and is responsible for qualitative and quantitative research across campus. This includes utilizing surveys, live event polls, tabling, marketing data analysis, and event-based outreach. Using this research, the Campus Engagement Director will then implement strategies to boost student knowledge of the organization, attendance at events, and general interest.

### Position Responsibilities

- Create surveys, conduct live-event polls, and acquire verbal feedback regarding Blue Devil Productions events and interest.
- Analyze marketing data via Instagram, Connect, and the Blue Devil Productions website and report findings to the Marketing Director and Web Development Director.
- Host tabling events weekly and speak to students directly about upcoming events and the organization.
- Create and oversee event posting for the Campus Life Today email
- Utilize collected feedback to develop strategies towards improving marketing.
- Bring student feedback about desired events to programming directors to be used in the future.
- Implement competitions and campaigns such as costume contests, raffles, marketing games, and reward systems to improve campus engagement.
- Design and maintain a plan for the recruitment of members for Blue Devil Productions.
- Assist in facilitating other weekly events, including set up, check in, and take down.

### Desired Skills

- Knowledge of Canva and/or Photoshop
- Creative thinking and problem solving
- Basic knowledge of Excel and data analysis
- Passion for interpersonal communication and relationship building

### Time Commitment

- Average of 10-15 hours a week including approximately:
  - 3 hours of meetings including, general member meetings, executive board meetings, and one-on-one meetings with Executive Producer/Advisor
  - 3-7 hours assisting with weekly events
  - Minimum of 5 scheduled office hours to be held in the Blue Devil Productions office
- Evening and weekend hours are to be expected
- Student employees cannot exceed 25 hours a week for all on campus jobs per UW System policy