



Marketing 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 Marketing Director is a paid position on the Blue Devil Productions Executive Board and is responsible for developing and implementing an overall marketing plan including plans for individual events. Responsibilities include managing the social media, creating tri-fold displays, and maintaining display cases.

Position Responsibilities

- Maintain Blue Devil Production's Facebook, Instagram, Discord, CONNECT, and other social media by updating pages with BDP news and upcoming event information.
- Create social media content before, during, and after events to foster an active online presence and promote events to the public and on-campus community.
- Assist Visual Media Director with taking photos at Blue Devil Productions events.
- Edit photos taken at events to be used on social media, on the website, and in print.
- Establish marketing goals, ideas, and schedule at the beginning of each semester in collaboration with the programming directors on the Executive Board.
- Maintain BDP's image, brand, and identity, which includes the use of logos and signage.
- Evaluate advertising and promotion effectiveness after events with the Campus Engagement Director.
- Reserve, create, and maintain all Blue Devil Productions on campus display cases in the Memorial Student Center and tri-fold board on a weekly basis.

Desired Skills

- Knowledge of InDesign, Canva, Photoshop, and/or Illustrator
- Knowledge of current social media trends
- Creativity in displays and marketing ideas
- Ability to collect and analyze data

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