



Communications Manager

Job Description

I. SCOPE OF RESPONSIBILITIES:

The Communications Manager is responsible for building campus awareness of the mission and purpose of GTP; informing students, faculty, staff, and the media about the organization's programming; and developing interest in GTP's programming successes and achievements in student leadership. The Communications Manager reports to the designated supervisor(s) in the Student Engagement Center.

II. SPECIFIC RESPONSIBILITIES

A. General Responsibilities of the Communications Manager:

1. Maintain accurate computer records.
2. Maintain at least 10 posted office hours per week, excluding Executive Board meetings.
3. Attend weekly GTP Executive Board meetings, which will be scheduled around member class schedules, without regard to other work schedules (approximately 2 hours per week).
4. Attend mandatory training sessions prior to the start of each semester. Training may be held retreat style – overnight at an off-campus location.

B. Specific Responsibilities of the Communications Manager:

1. Develop and maintain strong working relationships with campus and community media to promote awareness of GTP and its programming.
 - a. Submit GTP event information to media outlets, including radio stations and other area newspapers when necessary.
 - b. Assist programmers in utilizing other promotional services available
2. Maintain, update, and promote GTP publications and advertising outlets.
3. Ensure that all events are being promoted in dynamic ways outside of the traditional norms (posters, social media)
4. Maintain other outlets, including, but not limited to: Facebook, Instagram, TikTok.
5. Develop new marketing, outreach, and engagement outlets
6. Develop, compile, analyze, and distribute results of surveys aimed at improving GTP as a whole/find out what people know and think about GTP and their events.
7. Coordinate, with the assistance of the General Manager, GTP's involvement in annual Fall and Spring OrgSmorg.
8. Attend biweekly meetings with the union marketing team.
9. Facilitate discussion about, select, and order promotional materials such as T-shirts.
10. Act as secretary at GTP Executive Board meetings.
 - a. Distribute minutes to Executive Board members within 48 hours of meeting.
 - b. Maintain an up-to-date filing system of past meetings.
11. Assist (when needed) in the set up and take down of events
12. Facilitate fundraising efforts when appropriate
13. Attend NACA Regional Conference.

III. QUALIFICATIONS AND SALARY:

All University of Wisconsin-Green Bay Student Engagement employees are required to be enrolled for at least 6 undergraduate or 5 graduate credits per semester with a minimum cumulative GPA of 2.0.

Applicants must have completed at least one semester of full-time enrollment at UW-Green Bay.

Successful applicants will possess excellent interpersonal and communication skills (written and verbal), strong decision-making skills, and good judgment. A record of co-curricular participation/campus involvement programming experience preferred. Successful applicants will display enthusiasm, a positive attitude, and a willingness to learn.

The Communications Manager position requires some evening and weekend hours.

This is an hourly position with a starting wage of \$13.00 per hour. \$.25 annual raises will be granted dependent upon positive performance evaluations.

If other commitments conflict with Good Times Programming responsibilities, you may be asked to choose between the Good Times position and other commitments.

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