

POSITION TITLE: Marketing Director

PRIMARY PURPOSE: To market the *Review* to the University, outside readers, contributors, and potential subscribers

REPORTS TO: Editor-in-Chief

ESSENTIAL DUTIES: To generate income for the *Review*, plan events including biannual publication parties and quarterly *Writing Forward* reading series events, and maintain the *Review's* social media presence

PRINCIPLE DUTIES AND RESPONSIBILITIES

- Attend weekly staff meetings
- Collaborate with other CSOs to co-sponsor and support events
- Coordinate production and sale of promotional materials (t-shirts, bookmarks, etc.)
- Work toward revenue goals set by CSL and *Review* staff
- Work with Webmaster to build online presence via Instagram, Youtube, Facebook, Twitter, and website
- Make frequent posts on all *Review* social media and maintain engagement with social media followers
- Solicit ads from other literary magazines and off-campus businesses
- Request ad trades from university organizations and other literary magazines
- Develop and manage a subscription program
- Solicit sales of *Review* via bookstores and other venues
- Coordinate biannual publication parties with Editor; quarterly *Writing Forward* reading series events with Editor, Faculty Advisor, and the English Department's Creative Writing Program; and additional open-mic nights and literary readings on campus
- Maintain contact with and secure publication party materials from department contacts, Facilities, Bon Appetit, and contributors
- Make fliers/banners/posters/screen images to promote the *Review* and *Review* events/issues (using Adobe Creative Suite programs and Canva)
- Assist in the final editing process of the entire issue
- Contribute to the SCR blog by attending campus events and writing commentaries, and by considering current events and campus news for op-ed pieces
- Hold regularly scheduled office hours one hour per week

QUALIFICATIONS:

- Current enrollment as an undergraduate at SCU
- Good academic and behavioral standing with the University
- Minimum GPA 2.0
- Extensive knowledge of Adobe InDesign
- Previous experience with the *Review* preferred
- Self-motivation, enthusiasm, and respect for various working styles and personalities
- Ability to thrive in a collaborative setting
- Ability to meet deadlines
- Prior marketing experience preferred