



JOB DESCRIPTION

The Student Promotion Coordinator (SPC) supports the on-site campus dining team in the process of developing and implementing dining promotions, using their input at every stage of the process to inform and inspire creative ideas, and guide the implementation of the resulting promotion campaigns. In this role, the SPC interacts with internal team members; creative agencies (if applicable); media and public relations personnel; client stakeholders and customers in the formulation of a promotional plan of action. This person will have a high level of customer contact and must be comfortable assuming a leadership position during the actual promotional events. The SPC requires strong presentation skills; excellent verbal and written communication skills; strong organizational skills; and dynamic leadership abilities. The position reports directly to an assigned Dining Department Supervisor.

Duties:

Develops detailed action plans and creative strategies for assigned dining promotions and special events.

Works with the campus dining team and leverages their skills to successfully implement promotion strategies.

Obtains approval from their Supervisor on all actions including creative development, messaging, media, and event expenditures (if required) as outlined on the Promotion Creative Brief and presented at a designated approval meeting.

Coordinates implementation of approved plans and strategies including advertising, promotion, recruitment of promotion partners, media coverage, and event hosting/coordination.

Responsible for the assigned tasks as outlined on the Promotion Planning Checklist and as agreed upon in cooperation with the their Supervisor.

Coordinates with their Supervisor to ensure staff is up-to-date on current promotion plans and activities.

Positively and professionally represents campus dining services at any student/campus events they attend.

Provides their Supervisor with a month-end overview of all promotion activities, results, and future considerations.

Informs their Supervisor immediately of any potential promotion problems (budget over-expenditures, partner sponsorship issues, media coverage, etc.).

Reviews any and all media placements or coverage regarding dining promotional events to ensure accuracy, content, and plan compliance.