



THE ENGINEERING SOCIETY
OF QUEEN'S UNIVERSITY

The Engineering Society of Queen's University Presents...

Marketing - EngVents

Events



EngVents Marketing Position Description

Purpose/ Main Goal:

EngVents is a committee that organizes roughly one fun event each month that brings the Queen's Engineering community together. The events are open and welcoming to all years and disciplines, which highlights the Engineering Society's value of inclusivity and community. These events are very valuable as they encourage teamwork, creativity and leadership. The Marketing Coordinator is responsible increasing attendance at EngVents by keeping students engaged, hyping up the activities and promoting the events through social media and posters.

Job Description:

This role is in charge of marketing for EngVents. This requires the EngVents Marketing position to collaborate and work with other passionate and driven EngVents committee members to ensure the success of EngVents. In this role, you will gain experience with marketing, communication and social media. It is a very rewarding role as you get to witness all your hard work come together in a fun, community building event.

Responsibilities:

1. Develop a marketing plan.
2. Inform students on ticket sales and event updates.
3. Promote the event through social media such as Facebook, and posters.
4. Design promotional media such as posters, banners and coasters.
5. Design tickets for the events.
6. Assist in running EngVents events.

Time Commitment:

1-5 hours/ week.



Skills:

Required	Gained
<ul style="list-style-type: none"> • Teamwork • Organization • Time Management • Logistical Skills (i.e. Event Planning, Organization of People) • Enthusiasm • Interpersonal Skills (i.e. "People Skills") • Other - Write In: Photoshop 	<ul style="list-style-type: none"> • Experience with event planning, logistics and management • Connections within the society • Teamwork • Leadership • Marketing skills • Graphic Design Experience

Daily Tasks:

- Create postings on the Facebook group.
- Check and respond to emails as required.
- Communicate with the rest of the EngVents team.

Timeline:

- **Hiring:** October
- **Training:** October
- **Busy Period:** Around the events, which occur throughout the entire year.

Meetings Attended:

Meeting Name	Approximate Length	Frequency
EngVents Meetings	1-2 hours	Biweekly * more meetings are required closer to the event date.



Incumbent Will Work With:

Role	Involvement Summary
Other Marketing Coordinators	Work in a team of two
EngVents Chair	Collaborate and provide feedback/ assistance.
Other EngVents Event Planers	Collaborate and provide assistance with other events as needed.
Queen's Print and Copy Center (PnCC)	Work together to print posters and other promotional media.

Past Incumbents:

Name	Year(s) in Position	Email address
Ryan Wajs	2015/2016	13rjw15@queensu.ca

If you're interested in *Marketing EngVents*, you may also be interested in...

- Other EngVents Coordinators, such as the Chair, Chutes and Lattes, the Boat Cruise and the Food Drive.
- EngVents Chair.
- Director of Events.
- EngWeek and Movember Committee positions.
- Orientation Week committees (e.g. FREC Committee, Chief FREC, Orientation Chair, OTIS, Water Team).
- FREC Committee Treasurer or Sponsorship.
- Graphic Design Manager.
- Graphics Design Team