



THE ENGINEERING SOCIETY  
OF QUEEN'S UNIVERSITY

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

# *Marketing - EngWeek*

Events



## EngWeek Marketing Position Description

### Purpose/ Main Goal:

EngWeek is one of the many strong and unique Queen's Engineering traditions. It is a week of action packed events and activities celebrating Queen's engineering students. These events occur on weeknights and during the weekend of the second week of second semester. It is an extremely important week as it encourages teamwork, creativity, leadership and resourceful thinking, while bringing the community together in a fun environment. The Marketing Coordinator is responsible for increasing attendance at EngWeek events by keeping students engaged, hyping up the activities and promoting the events through social media and posters.

### Job Description:

This role is responsible for marketing of EngWeek. EngWeek Marketing collaborates and works together with other passionate and driven members of the EngWeek committee to ensure the success of EngWeek. In this role, you will gain experience with marketing, communication and social media. It is a very rewarding role as you get to work as a team and see your hard work come together in a fun, community building event.

### Responsibilities:

1. Develop a marketing plan.
2. Inform students of 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. Assist in running EngWeek events.

### Time Commitment:

3 hours/ week.



## Skills:

Required	Gained
<ul style="list-style-type: none"><li>• Teamwork</li><li>• Organization</li><li>• Time Management</li><li>• Responsibility</li><li>• Logistical Skills (i.e. Event Planning, Organization of People)</li><li>• Professionalism</li><li>• Enthusiasm</li><li>• Communication Skills</li></ul>	<ul style="list-style-type: none"><li>• Experience with event planning, logistics and management</li><li>• Connections within the society</li><li>• Management</li><li>• Teamwork</li><li>• Leadership</li><li>• Marketing skills</li></ul>

## Daily Tasks:

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

## Timeline:

- **Hiring:** October
- **Ticket Sales:** First week of second semester (January)
- **Busy Period:** During EngWeek and the months prior (November/December/January).

## Meetings Attended:

Meeting Name	Approximate Length	Frequency
EngWeek Meetings	1 hour	Weekly, although the frequency increases closer to EngWeek



## Incumbent Will Work With:

Role	Involvement Summary
Other Marketing Coordinators	Work in a team of three.
EngWeek Chair	Collaborate and provide feedback/ assistance.
Other EngWeek Event Planers	Collaborate and provide assistance with other events as needed.

## Past Incumbents:

Name	Year(s) in Position	Email address
Alison Holman	2016/2017	14amh8@queensu.ca

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

- Other EngWeek positions, such as Treasurer, Battle of the Bands, All Ages, Curling, Thundersledz and Karaoke.
- EngWeek Chair.
- Director of Events.
- EngVents and Movember Committee positions.
- Orientation Week committees (e.g. FREC Committee, Chief FREC, Orientation Chair, OTIS, Water Team).
- FREC Committee Treasurer or Sponsorship.