



THE ENGINEERING SOCIETY
OF QUEEN'S UNIVERSITY

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

Marketing – Movember

Events



Movember Marketing Position Description

Purpose/ Main Goal:

Movember is one of the many strong and unique Queen's Engineering traditions. It is a week of fun events and activities that raise awareness for the physical and mental health of men, encourage the Movember campaign, and bring the community together to support a great cause. The Marketing Coordinator is responsible for promoting Movember and increasing attendance at the week-long events by keeping students engaged through social media, merchandise and posters.

Job Description:

This role is responsible for the marketing of Movember. Movember Marketing collaborates and works together with other passionate and driven members of the Movember committee to increase awareness of men's physical and mental health. In this role, you will gain experience with marketing, communication and social media. It is a very rewarding role as you get to make a positive impact on others and see your team's hard work come together in a fun, community building event.

Responsibilities:

1. Design and sell Movember merchandise.
2. Design tickets, posters and stickers (etc...).
3. Create the Movember logo and graphic designs.
4. Inform students on ticket sales and event updates.
5. Promote the event through social media such as Facebook.
6. Assist in running Movember events.

Time Commitment:

2 hours/ week.



Skills:

Required	Gained
<ul style="list-style-type: none">• Teamwork• Organization• Responsibility• Enthusiasm• Communication Skills• Leadership	<ul style="list-style-type: none">• Connections within the society• Teamwork• Leadership• Marketing skills• Graphic Design experience

Daily Tasks:

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

Timeline:

- **Hiring:** October
- **Event Planning:** October
- **Busy Period:** During Movember and the weeks prior (October/ November).

Meetings Attended:

Meeting Name	Approximate Length	Frequency
Movember Committee Meetings	1 hour	Weekly



Incumbent Will Work With:

Role	Involvement Summary
Other Marketing Coordinators	Work in a team of three.
Movember 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
Rebecca Carrique	2016/2017	R_carrique07@hotmail.com

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

- Other Movember positions, such as Chair, Broga, Battle of the Bands, BBQ, Thrive Mental Health Initiative, Concert, Queen's for the Boys, Accounting and Merchandise.
- Engineering Health and Wellness Center Events Coordinator
- Director of Community Outreach
- Director of Events.
- EngVents and EngWeek Committee positions.
- Orientation Week committees (e.g. FREC Committee, Chief FREC, Orientation Chair, OTIS, Water Team).
- FREC Committee Treasurer or Sponsorship.